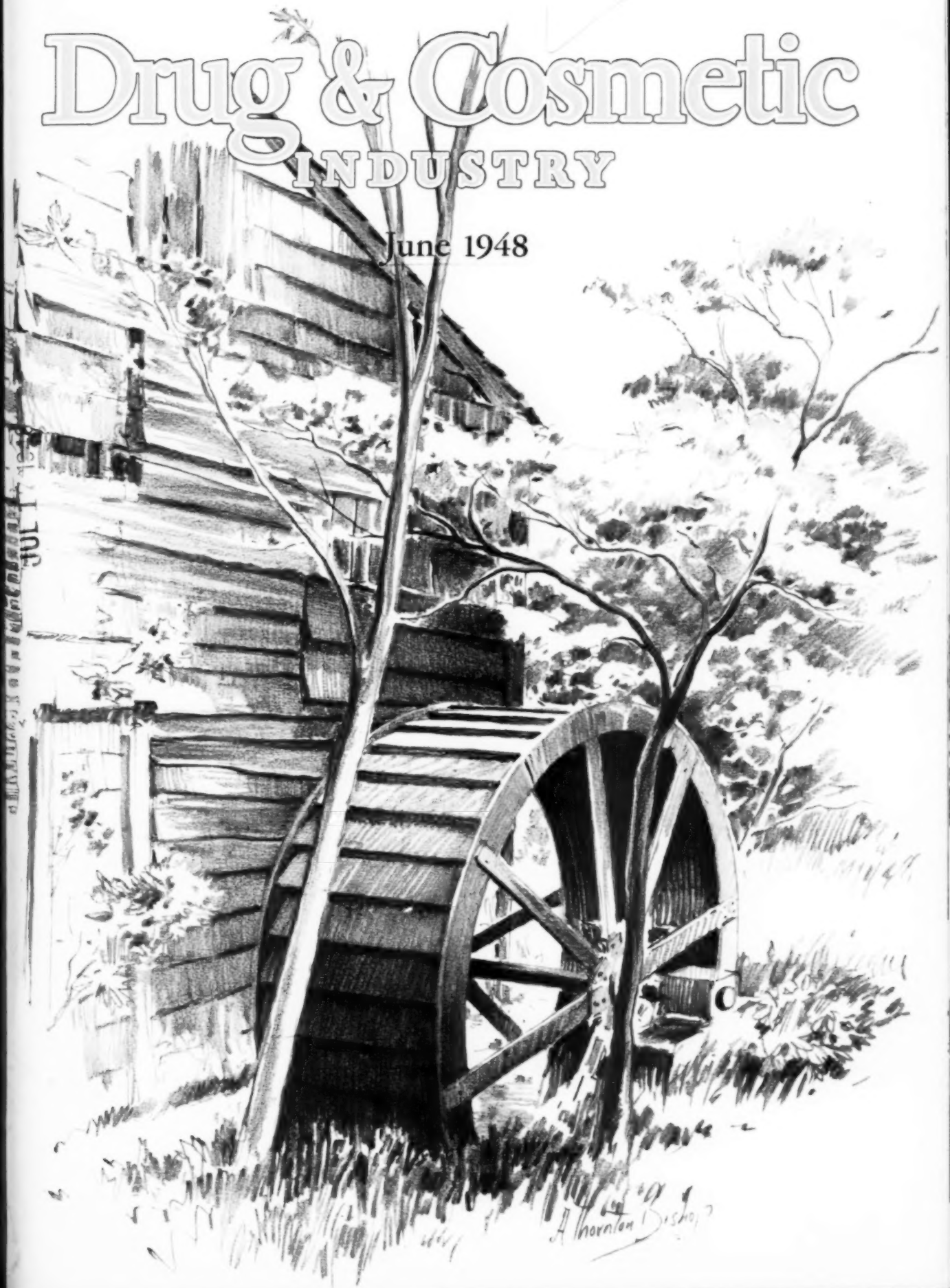
Drug & Cosmetic INDUSTRY

June 1948



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Drug & Cosmetic INDUSTRY

JUNE, 1948

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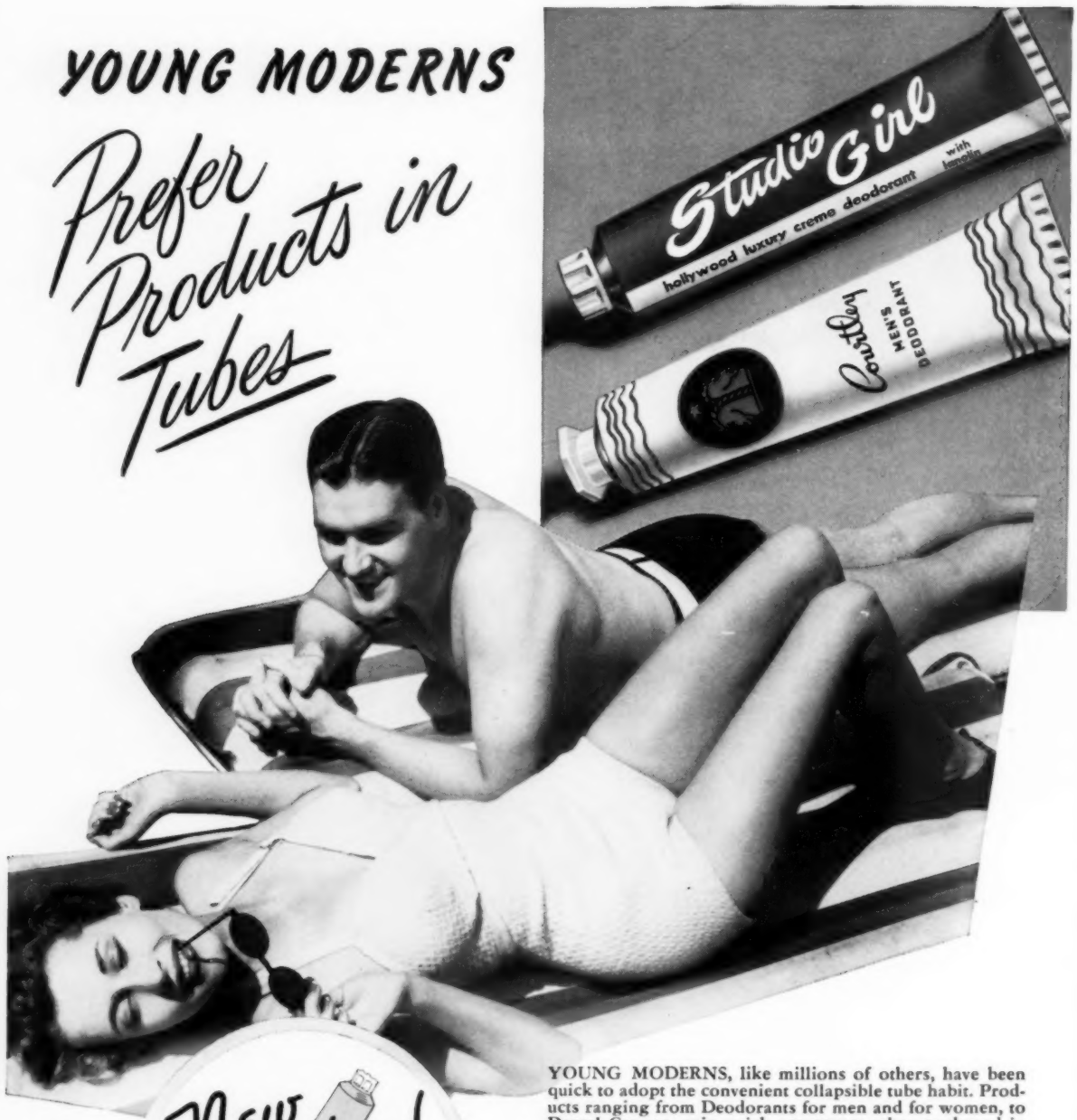
YOUNG MODERNS Prefer Products in Tubes



YOUNG MODERNS, like millions of others, have been quick to adopt the convenient collapsible tube habit. Products ranging from Deodorants for men and for women, to Dental Creams, gain quick acceptance when packaged in these handy containers. Sturdy, compact, ideal for care-free packing in travelling bag or medicine chest. Manufacturers like their light weight for shipping economies, their sturdiness for cutting returned goods losses, and *New England's* exclusive "VINICOTE" Inner Coatings which permit packing products in Collapsible Tubes without danger of creep or reaction to tube metal. Fine uniform quality, and crisp, clean tube decoration are other important advantages in specifying "NEW ENGLAND" when you buy Collapsible Tubes. Discuss *your* tube packaging problems with one of our trained field men. Phone, or write, *now.*

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The Advertiser's Dream

KEEPING POSTED

Discounts and Discrimination

WHILE the U. S. Supreme Court in the Morton Salt decision, held that quantity discounts had to be based upon actual savings resulting from the handling of larger quantities, it interpreted the Robinson-Patman Act in some ways which are quite suprising. In the first place, the court has placed upon the manufacturer the responsibility proving that his quantity discounts are in according with savings when the Federal Trade Commission charges otherwise. However, most important in the decision is the entirely new concept of the law that any discounts are prohibited "if there is a reasonable possibility that they may have the effect" to lessen, injure, destroy or prevent competition. This means that quantity discounts based on savings are legal only in cases in which do not lessen, injure, or destroy competition. Therefore the matter of discounts cannot be definitely figured out by manufacturers on the basis of savings, but must also be justified from the viewpoint of many intangible conditions with which the seller might not be wholly familiar. And the value of these intangible conditions is decided completely by the Commission according to its opinion in any particular case. Since there is no way in which anyone can read the minds of a majority of the five commissioners, there is no way in which a manufacturer can be certain that his discount practices are legal.

Another condition which might be difficult to substantiate in light of this decision is that of granting additional discounts on quantities greater than carlots, especially when these discounts are cumulative. Discounts allowed by Morton on cases of table salt were: Less-than-carlot, $1.60; carlots, $1.50; 5,000 cases in any consecutive 12 months, $1.40; 50,000 cases in 12 months, $1.35. The majority opinion stated that Morton's basic contention was that its standard quality discounts do not amount to a price discrimination because they are available to all purchasers on equal terms. But the opinion stated that while theoretically these discounts are equally available to all purchasers, "functionally they are not." This is so because only five large chain-store buyers bought large enough quantities to obtain the lowest price. Therefore, the court concludes that the discounts constitute a price discrimination. Significant in the decision is the following statement:

"The legislative history of the Robinson-Patman Act makes it abundantly clear that Congress considered it to be an evil that a large buyer could secure a competitive advantage over a small buyer solely because of the large buyer's quantity purchasing ability. The Robinson-Patman Act was passed to deprive a large buyer of such advantages except to the extent that a lower price could be justified by reason of a seller's diminished costs due to quantity manufacture, delivery or sale, or by reason of the seller's good faith effort to meet a competitor's equally low price."

Basing Point Problem to Congress

AS A result of the U. S. Supreme Court decision upholding the Federal Trade Commission in its contention that basing points, or freight equalization should be abolished in the cement industry, an investigation is being conducted by a Senate subcommittee on a resolution introduced by Senator Capehart which directs the Senate Interstate and Foreign Commerce Committee to investigate the practical impact of this and related decisions, and to report any recommendations of advisable legislation by March 15, 1949. As a result of the decision in the cement industry, the FTC has claimed that freight allowances to meet competitive conditions are illegal in all industries. The effects of such a change would be extremely far-reaching affecting all purchases of raw materials, containers, and other supplies of every drug and cosmetic manufacturer. Members of the subcommittee are: Senators Capehart, chairman, Brewster, Hawkes, Johnson, and McMahon. The five commissioners of the FTC were called to testify to provide a basis for a full investigation by the subcommittee of the attack which the Commission has made to force substitution of f. o. b. prices, and to determine whether or what legislation should be enacted to preserve the former price. In addition to this action, respondent manufacturers in the cement case have petitioned the Supreme Court for a rehearing.

Trends in Toiletries

DR. E. C. MERRILL, Rexall pioneer, presented a paper before the Toilet Goods Association presenting the facts of the trends in toilet preparations in a pretty interesting and concise manner. We feel that Dr. Merrill should know what he is talking about. He brought out that the shavers of this country . . . number somewhere in the 40 millions . . . and that on a 21 percent basis, there are around 9 million users of electric razors . . . any old brand. Twenty-eight percent of all these shavers complain that their wives have a nasty habit of borrowing their tools. This opens the suggestion for a market for the female of the species designed specially for her needs. Razors and their accessories represent the first place as contrasted with other sales outlets in the retail drug store.

Trends of cosmetics, says Dr. Merrill, are affected by the use of newer materials developed during the war. These would include numerous emulsifiers, cosmetic bases, the higher alcohols, lanolin products, numerous glycols, the quarternary ammonium compounds and other new detergent bases. Consequently the newer products have superior characteristics and properties.

Deodorants and antiperspirants have found little favor among men, largely, according to Dr. Merrill, because the direction of the advertising of such products has been "to the ladies." A golden opportunity presents itself to the manufacturer, to make men self-conscious in respect to their body odors.

Dr. Merrill pointed out that there is a newly formed Board of Scientific Advisors in the Toilet Goods Association, whose function it is to develop the trend of newer toiletries, and examine the possibilities of the new available crude materials, as well as determine the trend of these preparations from the basis of consumer demand.

Research and Taxes

DR. AUSTIN SMITH, secretary of the Council on Pharmacy and Chemistry of the American Medical Association, describes the unprecedented interest in research into health improvement in the words of Jimmy Durante: "Everybody wants to get into the act." Dr. Smith told the Proprietary Association:

"Unfortunately there has developed in this country a philosophy on the part of a large segment of the population of letting the government do what we, individually or collectively, should be capable of doing if we exercised the same determination that we do to go to the ball park, or the races, or to build a boat. As a result, the government is being placed in the position of spending more and more money and of hiring more and more people to spend the money. In time, if this keeps up, the tax burden will be so great that there will be no such thing as profit—or perhaps, even freedom. . . . I am not opposing the use of tax funds for research. I am, however, trying to emphasize that there is a limit to the amount of taxation that we can bear and still invest and expand; that unless this limit is defined there will be ruinous competition for the services of qualified investigators. . . . What is the use of paying taxes for research if a large part of the money is to be used for administrative purposes? At best, the federal government should participate in research by taxation only when the individual, the community or its businesses, or the state cannot undertake what is obviously necessary—that is, obvious to those who are qualified by training, experience and knowledge to make the determination.

"Henry J. Heinz said to the Nutrition Foundation: 'We face two possibilities: through neglect we may permit government to gradually extend its area of interest to an even more dominant position in the field of fundamental research; alternately, through active leadership we can influence in a realistic manner the scope and direction of government research. *In principle federal research should be focused on those areas which are unexplored either because of a lack of interest or insufficient private finance.*' "

Home Inventory

WHEN consumers this spring finally decided that all fear of sugar shortages had passed they decided to clean up what they had on hand. According to sugar trade opinion, this was plenty. At least buying of sugar went into a tail spin and sales for the first quarter tumbled to the lowest level for this period in 22 years.

General opinion in this industry has not been willing to accept the possibility of a home inventory as a factor in the decline of sales. However, at least in cosmetics there should be good reason to suppose that the lush years would build up a very substantial home inventory both from lavish consumer buying and lavish gifts.

If we consider the possibility of a home inventory, there is absolutely nothing to indicate the slightest decline in the public's use of cosmetics. No survey and no indication visible to any observer indicate that women have shown a decrease in the use of face powder, cream, nail enamel, lipstick, or any other basic cosmetic.

It would seem to us much more sensible to say that a very large accumulative inventory in the home, in the hands of retailers, wholesalers and other distributors and in weak hands among manufacturers is the basic reason for conditions the industry faces today.

New Markets for Toiletries

A FALL of 4 or 5 percent in the sale of toilet goods should be expected in 1948 according to Jacob Baker of the Econometric Institute, Inc. Mr. Baker told the Toilet Goods Association that there will be an urgent need of new sales outlets. The Southern and Western areas of the country, now greatly increased in consumer income, have not been fully exploited said Mr. Baker, nor have the sources of foreign trade. World trade requires specialized techniques, trained personnel and aggressive organization. Also it requires close cooperation with the Government in order to obtain entry into foreign markets. The industry must recognize these points, he declared.

In the West and South men and women have been neglected in the education of the use of toilet preparations. This implies further decentralization of the industry, and steps made toward reducing transportation costs.

Mr. Baker cited the 20 percent tax to be a definite sales barrier.

Procaine Penicillin in Wide Use

PROCAINE penicillin has come in for extremely wide use by the medical profession proving to be far superior to the old combination of wax and oil to obtain delayed elimination of the penicillin from the body. Practically all penicillin producers are now making the crystalline form of procaine penicillin G, most of them supplying it in an oil solution since the product is insoluble in water. Two others—Wyeth and Squibb—are supplying the product in a form which can be suspended in water. The product is shipped in a dry form in an ampule mixed with "an innocuous suspending agent, a hydrophilic colloid." Sterile water is added when the material is to be used, and the water suspension will then retain its potency for 7 days without refrigeration. The oil solution keeps its potency indefinitely.

The interesting fact regarding procaine penicillin is that there are pending two patent applications. What will be the situation of the many other producers and sellers of this product if and when a patent is granted is not answerable. However, some manufacturers point out that by the time a patent is granted, still other forms of penicillin might be discovered which will make it unnecessary to depend upon procaine penicillin.

Organ Music

"THE HOSPITAL," a symphonic suite by Dr. Herman M. Parris recently received its premiere at the Hunter College auditorium. The Doctors' Orchestral Society of New York, an orchestra of seventy-five doctors, dentists, and other persons affiliated with the medical profession described the patient's farewell to her appendix before an appropriate and appreciative audience of about eight hundred people. The operative saga in ten movements narrated the story of an appendectomy from the patient's first apprehensions to her joy at going home.

Muted strings symbolized the silent prayers of the victim before entering the arena, woodwinds and brasses depicted the drama of the scissors and sutures, and classical tonal patterns merged with the modern to describe the fantasies of the anaesthesia.

Dr. Parris, an ear, nose, and throat specialist practicing in Philadelphia, has composed many works for piano, violin and orchestra, but "The Hospital" is the first opus to stem from his professional experience. It is hoped that more will follow to dramatize other clinical phases . . . such as the delirious dildos of a sanitorium for the mentally afflicted, which should present endless opportunities for his talents. Calling Dr. Stokowski! Surgery!!

Mexico's Confused Panorama

MEXICO represents the most difficult and confused problems of all foreign trade. Drug stores are small, badly managed, and lacking in capital. There are five legitimate wholesalers who do 40 per cent of the nationwide distribution. Some twenty wholesalers do a local business of varying importance, and a host of semi-wholesalers who distribute and peddle the drugs they obtain with questionable gain to the manufacturers. This is the picture of the Mexican trade problems presented before the American Pharmaceutical Manufacturers' Association in Havana by Adolfo E. Autrey, president of Casa Autrey, S.A. Mr. Autrey further pointed out that much of the confusion is the fault of American manufacturers' sales policies, granting to wholesalers too small a discount for their products to make them worth handling.

Dr. Cullen Warns Manufacturers

PROPRIETARY Association Executive Vice-president Dr. F. J. Cullen, at the Association's annual meeting last month, warned manufacturers that it is their responsibility to check "all raw materials regardless of where they are purchased." Also as the result of the lacquer pads case in which the distributor was held responsible for distribution of a harmful even though the manufacturer changed the formula without the distributor's consent, leads Dr. Cullen to the belief that the guaranty section of the Federal Food, Drug, and Cosmetic Act protects only the wholesaler and the retailer.

On the subject of research Dr. Cullen stated that the cost of finding the cause of a disease (cancer, vascular disorders, poliomyelitis, etc.) plus the cost of discovering its treatment, plus the cost of producing a new product, would result in an almost prohibitive cost for a new drug. Therefore, he opined, "the Government should accept the responsibility for carrying on the research projects designed to determine the cause of such disease, financed out of public funds. As the research proceeds or reaches a conclusion, if it shows what may be considered a lead to a method of prevention or cure, that is the time for the manufacturer to step in with his research facilities, and those available to him, in an attempt to find the treatment."

Machineless Wave Patents Upheld

SALES Affiliates, manufacturers of machineless permanent waves such as Zotos, Jamal, and Lustron, won a verdict in defense of its patents on May 7, in U. S. District Court of Northern Illinois in Chicago. The suit against Helene Curtis Industries resulted in a bench decision holding that Curtis had infringed valid U. S. Patent No. 2,051,063, and U. S. Patent No. Re. 22,660. These patents cover presently marketed means and methods of machineless permanent waving. Patent No. 2,051,063, the invention of Fred M. Winkel, is a basic pioneer invention and created the machineless permanent waving art. Patent No. Re. 22,660 (inventors R. L. Evans and E. G. McDonough) eliminated the chemical shortcomings of the original machineless pads. Sales Affiliates expects damages in this case to be in excess of $1,000,000, and, while there are licensees under the patents, there are also many other infringers from whom Sales Affiliates expects to collect damages. Several suits against such infringers are now pending.

O'Connor Again Heads Vitamin Body

BASIL O'Connor again heads the National Vitamin Foundation as president, being reelected last month. Raymond E. Horn, president of Abbott Laboratories, was elected vice-president of the Foundation, and A. H. Fiske, of Eli Lilly & Co., succeeded Dr. T. G. Klumpp, president of Winthrop-Stearns, as chairman of the board of governors. In the two years of its existence, the Foundation has appropriated $110,320 for the support of 16 research projects on nutrition.

Safety Promotion

NEW synthetic detergents are contributing greatly to correcting the incidence of disease, says Dr. Lawrence H. Flett, director of the new products division, National Aniline Division, Allied Chemical and Dye Corp. They make cleaning easier and faster, he continues, and they leave no greasy residues to breed bacteria. In fact, many of the new compounds are highly destructive to bacteria. The high speed of their action makes possible better standards of general cleanliness. The proper use of these synthetics can effect such standards with less cost and effort than is now used, declares Flett.

Disagrees with Suntan Article

IN OUR November, 1947 issue, we published an article by L. Stambovsky entitled "A Review of the Suntan Industry." Elliott A. Bowles, vice-president of Artra Cosmetics, Inc., Bloomfield, N. J., makers of Sutra Suntan lotion and cream, and makers also of Imra depilatory, states that Mr. Stambovsky "indulges in several gross inaccuracies." Mr. Bowles' letter of criticism, dated May 27, 1948, follows:

DRUG AND COSMETIC INDUSTRY recently published "A Review of the Suntan Industry" by L. Stambovsky. There was much in the article to commend itself to the reader but unfortunately Mr. Stambovsky indulges in several gross inaccuracies which lay his entire article open to serious question.

Mr. Stambovsky makes the following statement which contains three serious inaccuracies:

"Another extremely well-known pharmaceutical house has been strenuously promoting a hydro-alcoholic sunburn preventive with hydroquinone as a screen. The writer examined and abandoned this agent as far back as 1932 because of its multiple intolerable characteristics, for example, its ultra-violet absorption is negligible, necessitating high concentrations; it is chemically unstable and is generally regarded as toxic. With all the far more desirable screens available, why anyone should select hydroquinone is difficult to understand. We could quote many more similar cases."

This statement obviously refers to Sutra, a superior sunburn preventive, distributed by Artra Cosmetics, Inc. because Sutra is the only product on the market which uses hydroquinone as its filtering agent. The statement contains the following three allegations which are completely false:

1. "The ultra-violet absorption of hydroquinone is negligible necessitating high concentrations."—This statement is simply not true and is apparently an attempt to contradict scientific fact. Tests conducted by the United States Bureau of Standards, Electrical Testing Laboratories, the Physical Laboratory of Merck & Company, and the Department of Physics of Columbia University, to say nothing of the exhaustive research and testing done by the holders of the Sutra patents, prove beyond doubt that the ultra-violet absorption of hydroquinone is high. Moreover, Sutra has been awarded the Good Housekeeping Seal of Approval and it has been accepted for advertising in publications of the American Medical Association. Also Sutra has been tested on human subjects under carefully controlled conditions and it has been found to be extremely effective in preventing painful sunburn while permitting the tanning rays of the sun to reach the skin. The fact that literally thousands upon thousands of consumers have purchased and used Sutra with excellent results is further testimony that it is an extremely effective product and that its active ingredient, hydroquinone, absorbs ultraviolet efficiently.

2. "Hydroquinone is chemically unstable."—One of the principal points of the Sutra patents is the stabilization of hydroquinone, both in cream and lotion bases. It is possible that Mr. Stambovsky was not acquainted with the Sutra patents and consequently did not know that the stabilization of this compound has been achieved. However, the fact that Sutra has been on the market since 1939 and that there has been no evidence of instability of the product should make it very easy for anyone to determine that hydroquinone has been effectively stabilized.

3. "Hydroquinone is generally regarded as toxic."—The basis for such a statement can only be regarded as unknown. Conclusive evidence is at hand to show that hydroquinone is not toxic. For example, in the photographic industry workers immerse their hands in hydroquinone for hours during the average working day without evidence of toxicity. Reports from the medical director of one of the leading manufacturers of photographic equipment in the United States confirm this statement. Hydroquinone is used in certain baby products. Reports from the medical director of one of the largest manufacturers of baby products states that there is no evidence that hydroquinone is toxic. The fact that Sutra has been used over such a long period by so many consumers without reports of toxicity of hydroquinone seems to remove any doubt as to the toxicity of this compound.

Mr. Stambovsky also makes the statement that "it is now concretely and unconditionally established that the only chemical structure possessing a powerful specificity for the absorption of erythemogenic ultraviolet is the para-amino-benzoic acid grouping." In view of the facts recited above it seems safe to say that this statement is not accurate. It would appear that Mr. Stambovsky, in making such a sweeping statement on behalf of a specific compound has chosen to ignore a wealth of available scientific date.

How to Save Money

MRS. VERONICA DENGEL, who is classified as a beauty engineer and lectures at the New York University School of Retailing, has just polled the American Women's Institute with a brilliant idea. In this poll, she advises, the women almost unanimously are in favor of her contention that women's pictures should appear on some of our paper money.

We enthusiastically support this idea, but not the selection of candidates. These candidates include Betsey Ross, Susan B. Anthony, Harriet Beecher Stowe and Evangeline Booth. Our idea for the new paper currency would be engraved pictures of Lana Turner, Betty Grable, et al.

Under such a new currency plan, it might be that men would look a little more closely at their money and occasionally be inclined to hang on to it a little harder. Even a bureaucrat might be less liberal with it.

Specialists

THE difficulties of coordination are not inherent between industry and university, but are inherent between any two fields of knowledge, Dr. Howard W. Haggard recently told the Proprietary Association. As an example of this he told of a problem in which he consulted a very famous mathematician, one who specialized in the mathematical interpretation of the movements of the moon. During the first conference Dr. Haggard talked for two hours on the physiology of muscular action, while the mathematician talked even longer on the movements of the moon. After three conferences, Dr. Haggard discovered that 6 hours, or 60 hours, or perhaps 600 hours, were not long enough to impart to the mathematician the necessary education in basic physiology and specific physiology of muscular action to make his question clear. Also, it was obvious that no amount of conferences would make Dr. Haggard a mathematician. The total information which Dr. Haggard carried away after 12 hours of conferring was that no one had ever seen the rear of the moon.

Small Fry

A NEW throw-away diaper developed by Henry H. Frede & Co., Chatanooga, Tenn., bears a trade name of Pee Wee.

Insufficient Facilities for Health Program

BEFORE the Congress and the President enact into law any bill for compulsory health insurance, they had better investigate their facilities for supplying medical care required under the bill, according to a study made by the Brookings Institute for a subcommittee of the Senate Committee on Labor and Public Welfare. The Institute finds that there are not sufficient doctors, dentists or nurses in the country to meet the demands likely to be made under the program. Further complications are seen in the building of numerous hospitals, as additional requirements imposed upon the present active medical personnel could only lead to deterioration of quality of medical care. The report states that the movement for a compulsory program has not only ignored the fact of good and improving conditions, as revealed by mortality rates, but has misused statistics to show evidence of need for medical care.

The study points out that draft statistics from the last war are unreliable as an index of health. In explanation of this, it is stated that the principal statistical distortion arose because standards were lowered as the need for men increased and many men first rejected were later accepted. Thus if four men were called for examination, three accepted the first time and the fourth rejected three successive times, the statistical record would show rejections equalling acceptances. Also men were rejected for lack of height, loss of a finger, or other things not related to medical care. An undetermined number of rejections were of persons of chronic difficulties who had been kept alive by medical care rather than suffering by its absence.

The report further points out that: "No great nation has better health than the United States. While a few small countries, New Zealand for example, excel, certain of our states with larger populations, equal them. Under a voluntary system we have made greater progress in the application of medical and sanitary science than any country."

Carson P. Frailey Honored

CARSON P. Frailey, executive vice-president of the American Drug Manufacturers Association, was honored June 7, for his 25 years service to the Association, to pharmacy, to the industry, and to the U. S. Government, in a special program designated Carson Frailey Night during the annual meeting of the Association held at Bretton Woods. Speakers were John S. Zinsser, chairman of the board of Sharpe & Dohme, and president of the Association; U. S. Commissioner of Narcotics Harry J. Anslinger; Commissioner of Food and Drugs Dr. Paul B. Dunbar; Chief of Biologics Control, National Institute of Health, Dr. Milton V. Veldee; Drug Topics Editor Robert L. Swain; S. Barksdale Penick, Sr., chairman of the board of S. B. Penick & Co.; Brigadier General S. B. Hays, Office of the Surgeon General, U. S. A.; Commander W. Paul Briggs, Bureau of Medicine and Surgery, U. S. N.; F-D-C Reports Editor Wallace Werble.

Mr. Frailey is a graduate pharmacist from the University of Maryland, 1908. He began as a pharmacist in retail drug stores at Blue Ridge Summit, Pa., Baltimore, and Washington, D. C. From 1912 to 1923 he was engaged in a technical and sales capacity by Armour & Co., and H. K. Mulford Co. In 1923 he became secretary of the American Drug Manufacturers Association. Since 1930 he has been president of the National Drug Trade Conference, and is a member of an advisory committee to Dr. E. C. Elliott's Pharmaceutical Survey. He has been chairman of the Drug Resources Advisory Committee since its inception in 1939.

Brother Rat

EVER since the rat decided years ago to take it easy and live off the efforts of man like a brother-in-law, they have been spreading destruction and disease. According to the National Committee for Rat Control operating under the U. S. Department of Interior, two billion dollars worth of damage a year is caused by rats and it is estimated that rats destroy or contaminate 200 million bushels of grain a year.

The committee is urging the establishment of rat control units in each city in cooperation with civic organizations, trade associations and industry.

First-Hand Quality Checking

A FOOLPROOF method of checking the quality of a product is used by the makers of the Schick Electric Razor. Several of the executives of the company come into the office in the morning unshaven. Then a razor is taken from the production line and these executives shave with it. If they find anything wrong with this razor, the production line is immediately shut down until the trouble is located and corrected. In this way, much money is saved by preventing prolonged production of defective razors, and dissatisfied buyers are kept at a minimum.

REDUCING COSTS MEANS INCREASING PROFITS

By FRANK CHILSON
Industrial Consultant

Part I

THE trade is becoming acutely cost conscious. Published financial reports show many instances where sales are going up and profits are going down. In some cases both sales and profits are going down. In all cases, costs have gone up and there is no relief in sight. The chances are, moreover, that on competitive lines prices will be forced downward as time passes.

Since no business can long continue in being without showing a reasonable profit, the industry should concentrate on profits and costs all along the line and it should also pay close attention to pricing.

Pricing Policies

Pricing policies generally are over-conservative. In spite of rising costs the industry has not raised prices even on specialties. Consequently, profits have suffered. While the market dictates the price at which staple commodities can be sold, the market does not dictate the price at which trademarked-specialties can be sold. Yet many sales managers become panicky and reduce the price of trade-marked specialties simply because competitors sell similar products at lower prices. It is the consistent experience of the industry that there is no relation between the price at which a branded specialty sells and popular demand for it. Consistently it will be found upon analysis that the best known products in the trade are the highest in price per ounce or per dose. Consider the effort of the proprietary companies to cut in on the vitamin field with relatively low priced branded vitamin products. In spite of all the millions spent in advertising, the proprietary products never came within shooting distance of the volume enjoyed by the ethical companies whose branded specialties in some instances sold for five times the price of identical proprietary products.

As William Douglas MacAdams pointed out in an A.M.P.A. address recently, the spread on a branded specialty should be at least four to one, and there is no reason why, if the product is really unique, it should not be fifteen to one. Research is enormously expensive and risky and it has to be paid for, and the only way it can be paid for is to increase the spread between manufactured cost and selling price. Out of this spread must come amortization of research expenses, marketing expenses of all kinds, administration expenses, transportation, profits, and last but not least, taxes. So the first step in a profit development program is to make sure your prices are high enough and to adopt a courageous policy about pricing new specialties.

Managements are not courageous or consistent in pricing policies. In the same line you will find items that are priced to compete on a price basis with similar branded specialties and also you will find some specialties that are properly priced and hence returning to the manufacturers a five or even a ten to one spread.

Careful study of recently published financial statements will reveal that a few companies have increased sales and earnings also. Analysis of the products of these companies will reveal not only long profit margins on established specialties on which prices have been maintained, but also that new, properly priced specialties were introduced during the past year.

Profit and Loss By Item

The usual profit and loss statements are meaningless because the figures are too general. A profit and loss statement merely gives the end result of totaloperations. As commonly set up, cost systems are worthless for much the same reason, in that too many general expenses are spread upon an arbitrary basis and some, such as advertising, freight, trucking, outside warehousing, etc., are not specifically allocated. Every firm should have a profit and loss statement for every item, even in extensive lines. To achieve this I do not mean that it is necessary to operate a cost system requiring more clerks than factory operators, but I do mean that all costs:—advertising, sampling, freight, warehousing, assays, etc., should fairly be distributed to individual items on an accurate statistical basis after a careful study has been made of all cost elements.

It frequently happens that a firm will maintain outside warehouses merely to render quick service on certain items, and yet, the cost of maintaining these outside warehouses is not charged against those certain items, but is charged against the whole business and pro-rated on a dollar basis, which of course is wrong. Similarly, some firms have very heavy products which entail high freight and trucking bills, and yet a proper proportion of such expenses is not charged against the

particular products. Very frequently advertising in its various forms is regarded as a charge against the entire business, instead of being distributed to specific products.

In one instance the writer discovered sampling being handled as a general charge instead of being applied to specific products. Analysis showed that the actual cost of sampling was in excess of the gross profit made on one particular product!

The expense of operating control laboratories generally is thrown into the pot as part of general factory administration expense and pro-rated in all manner of ways—most of them usually wrong. All chemists know the relative length of time required for assays of various types and it is a simple statistical procedure to charge control costs against specific products. Obviously, it's silly to charge all products or assay costs on a pro-rata basis when some of the assays take ten times as long as others and require the use of extremely expensive equipment.

Space charges generally are distributed over the whole line instead of being allocated to specific products. In one instance the writer discovered a situation where one quarter of an entire warehousing area was devoted to the storage of packaging material for one specific product. Yet that product carried no more warehousing cost than any of the others. In another instance it was found that a manufacturer of a general line had one fast moving specialty, which occupied only one tenth of the area of the finished stock warehouse because it was shipped out almost as fast as it was made, and yet because warehousing costs were distributed on a dollar basis it was obvious that this fast moving specialty, which accounted for 80 per cent of dollar volume, was also carrying most of the warehousing charge. The situation was obviously wrong and the manufacturer was kidding himself about the profit he was making on the other products. The specialty was being loaded with the cost of carrying the dead-heads.

So the second step in a profit development program is to set up a carefully worked out cost of sale by item. Don't let your figures deceive you.

Culling The Line

It is obvious that no one firm can service the entire industry. No one firm can manufacture all the various items a drug store or hospital or doctor requires. A line has to be drawn somewhere. It should be drawn between those items which are profitable and those which are not. But too often unprofitable items are continued for "service" reasons; for tradition, or just "to absorb overhead." The last reason has done more damage to the profits of this industry than any single factor the writer is aware of.

A dairy farmer culls his herd carefully to eliminate the poor producers simply because experience has shown that it costs as much or more to feed and care for a poor cow as it does a good one. In regard to the "poor cows" of the industry—the slow moving products—they cost much more to maintain than the items that tune over rapidly. Slow moving inventories use up space; they keep working capital tied up. Since we are all in business to make money, and since none of us can service the entire requirements of the public, the thing to do is to eliminate the "cows" that give little "milk."

All private label and private formula items should be eliminated, not only because these items, upon analysis, will be found to be selling at below actual cost, but because the production of such items is a specialist's business and the specialist should get it. Many operating companies take private label, private formula business on the ground that it "absorbs" overhead. Actually is creates overhead. It multiplies space requirements. It multiplies correspondence. It decreases the efficiency of labor and equipment. It requires as much time to put a private formula or private label product through the plant as any other. The assay time is likely to be as great or greater than regular products, and the price at which such products usually sell is so low that selling and administration expenses are not applied at all. With few exceptions, the manufacturers who have specialized in the production of private formula and private label goods have never made any money, so it is difficult to understand how a manufacturer of branded products can expect to make money, especially when such products create a diversion of attention and time, not only in the sales force but all the way through the organization. The idea that such products help to absorb overhead is utterly absurd. If you need bulk business to absorb overhead, it is obvious you have too much overhead.

In every extensive line there are a group of "service items." These items are being carried in the line because some department store, wholesaler, hospital or doctor still orders them occasionally, and the salesmen servicing these accounts feel that unless such items are supplied business will be lost on regular branded products. If this actually is the case, then the branded products cannot be very good, or there is something wrong with sales and promotional methods. It has been the consistent experience of the writer that when he has been able to persuade his clients to eliminate the service items, sales promptly went up on their own branded specialties. Sometimes the service items, the dead-wood and the private label or private formula items are carried to level off peak periods and to maintain the office and factory staff. This means bad management. Generally speaking, analysis of such a situation will find that planning is bad; hence the flow of work through the plant is too irregular; or it will be found that the working force is too big and should be cut. Many plant operators like their workers to appear busy whether they're making any money for the company or not.

A large number of service and other dead items not only tie up working capital and valuable space, they increase overhead and decrease the profits on specialties. Look at the financial statement of any company

which has three or four good specialties in a general line and you will find invariably that these specialties account for as much as 90 per cent of the net profit. Look further and you will find that although 90 per cent of the profit is made by the specialties, 90 per cent of the space, 90 per cent of the time of the working and sales forces and 90 per cent of the fixed and working capital are tied up by the dead-head items. What is far more important is the extent to which the flexibility of management is decreased by slow moving items. In times of tight money or actual depression these items hang around management's neck like millstones; they cannot suddenly be unloaded because management in such times cannot take the bookkeeping loss involved in writing off dead inventories.

No rule can be made to determine how large a line should be. A few firms make only one product and make a lot of money on it. Other firms have a dozen specialties; other firms, especially in the ethical branch of the drug industry, have several dozen specialties.

It is a good policy to introduce as many specialties as you can efficiently and profitably handle. At the some time, there should be in being constantly a "kill committee" to clip off the leaves that are beginning to go dead on the vine. There's no point in having a number of essentially profitable specialties if the profits made are to be wasted in supporting dead items. Get rid of the lazy items. It cannot be over-emphasized that the more items you have, the more space you need for manufacture and storage; the more office space you need for accountants, clerks, and office people of all sorts; the more chemists you need for control work, and the more salesmen you need to service the trade.

In factory operations a great variety of products makes it impossible to get long enough runs to push costs down to their lowest point. More operators are required and a lot of their time is lost in switching from job to job, even when operations are very carefully planned. It should be obvious, but apparently isn't, that it takes just as much time to set up a tank to make a 20-gal. batch as it does to set up one to make a 1,000-gal. batch; the 20-gal. batch will mess up the pumps, filters and other auxiliary equipment just as much as the larger batch. Likewise, it doesn't take any longer to set up the fillers, cappers and labelers on a packaging line to run a 20-gal., batch than it does to run a 1,000-gal. batch. It doesn't take any longer to assay a sample from a 1,000-gal. batch or a 5,000-gal. batch than it does from a 5 or a 10-gal. batch. The necessary bookkeeping and other record work is just the same for the small batch as it is for the large one.

These things should be obvious to every manufacturer, yet it's like pulling teeth to persuade them to discontinue slow items. Too many top managements still think in terms of gross sales. As long as dollars are coming in they apparently think profits will take care of themselves. But when the dollars come from too many items, there usually aren't any profits.

Outside Businesses

Eliminate collateral businesses. Many firms operate extensive printing plants, extensive box shops; some operate collapsible tube plants; some even make their own plastic caps. Printing is the worst offender. There are a lot of firms in the trade that operate printing departments that are almost as big as the rest of the plant. No printing department can be operated efficiently unless it has a variety of modern equipment which is kept busy at all times. Most manufacturers kid themselves on printing costs simply because they do not know how to buy printing. It is an axiom that in buying printed material the buyer must know the type and condition of the equipment in the supplier's plant. If a four or a six-color booklet is to be bought, the buyer has to know whether the supplier has multi-color presses capable of handling work of this sort. If the supplier hasn't equipment of this type, his price is bound to be high. Yet throughout the industry in almost every privately operated printing plant you will see multi-color jobs being run on flat bed presses. This is often done because "we have the presses and we have to keep our printers busy!" Another factor which is seldom accounted for in industrial printing plant costs is idle machine time. Even if the costs in a particular instance are checked against outside bids, inside costs are arrived at simply by taking the cost of paper, ink, labor, set-up time and an overhead factor. Generally speaking, the overhead factor does not include the time the presses and auxiliary equipment are idle.

Some firms maintain printing plants because they have a lot of imprinting to do on small runs. This ties in with my above statement about culling the line and thus eliminating the small runs. If you didn't have a lot of dead items, you wouldn't need to make the small runs and you could buy your printing in large quantities and get a better price, and at the same time you could eliminate the print shop. Even in small towns isolated from good supply sources there is seldom justification for operating printing plants, for the reason that if runs are large enough, printed material can be bought from distant plants at lower cost than that of privately operated print shops. If sales and production are properly coordinated and production is properly planned, there will be ample time to allow for transportation from the supplier's plant. There have been a few cases where box shops were justified in isolated locations because warehouse space was too limited to carry even a day to day supply of prefabricated boxes. Chip board can be stored flat, and boxes made up as required.

But by and large you should look with a critical eye askance at any extraneous operation not connected with your own immediate business. Generally speaking, if all the cost factors are fairly computed you cannot compete with specialists in the production of packaging materials.

(Continued on page 839)

A Puzzle in Perfumes

By PETER VAUTIN

THERE is a perfume company whose name excites admiration and curiosity among other perfume manufacturers. Starting as a very small enterprise, with one odor, several years before the war, the business of this small enterprise has grown so vigorously that trade reports say it reached last year an annual volume of four million dollars.

This company is one of the most individualistic personalities to appear in an industry never lacking in vivid company personalities. It has made little apparent use of the normal and supposedly necessary instruments for building sales in this industry. There is no record of any appreciable advertising in magazines, no record of consistent cooperative advertising in newspapers, no record of any form of retail cooperation comparable to that of many other perfume manufacturers. On the contrary, observers in the industry, and this includes other perfume manufacturers, are puzzled in an effort to explain the success of this company. There is no agreement on what makes Fabergè click.

The first perfume of Fabergè was Aphrodisia. This was not a perfume introduced with the usual glamorous party to the press, or with the participation of the usually favored magazines carrying heavy advertising schedules, or with any of the color and ceremony which is supposed to herald the birth of a new perfume. There was no indication in the inconspicuous first few years that Aphrodisia was to emerge as a Cinderella.

Why then did this new perfume, lacking the support of wealth and prestige of many established manufacturers, supported by few of the orthodox methods of marketing, win retail and public acceptance as a popular odor and provide the foundation for the industry's most profitable perfume business?

In any analysis of a product or business it is dangerous to avoid or underestimate the intangibles. But there are tangible factors which can be examined and appraised and which, as a case history study, may lead to useful conclusions. Such tangibles are the name, the quality and the package for the physical products and the methods used in marketing the publicizing the product.

Aphrodisia was introduced with four tangible advantages. The name proved to be intriguing, suggestive and of good word-of-mouth and memory value; the odor was excellent and of a type for which a market had already been created; the package was dignified but of an uncomplicated design which was to prove an enormous advantage later in the war years; the price proved to be an excellent economic level.

Important as these values are, they are not enough, at least in this industry. In marketing perfumes and cosmetics, the essential values obtained in name, product quality, package and price are only essential preliminaries in the opportunity for success. There must, therefore, have been other factors which contributed to this success.

The prewar years were the formative years for several companies in this industry and they appear to have been just that for Fabergè. It is no disgrace for a company, in discussing its distribution, to say that it came up from the ranks. Several prestige companies in the trade have had just that evolution. Perfume salesmen in these prewar days now recall how Fabergè, at this time denied recognition by many of the leading or fashion department stores which were the key perfume centers, sought distribution in the smaller, much less competitive stores.

These smaller stores are not the preferred perfume centers for retail selling. They lack the glamour and the prestige of the leading stores, they lack the heavy traffic, in most cases, and they lack the recognition of many important manufacturers, with a consequent inability to offer a wide selection of famous products to the shopper. But many have one quality. They are ambitious to grow, they are fighting energetically to go places. With everything they have, they will cooperate with the manufacturer who can help them succeed.

These stores may have been second choice for Faberge as they must be for any manufacturer of a perfume in this price range. Volume of retail sales alone would have decided that. But once entrenched in these stores, the opportunity to secure full retail cooperation, within the ability of the store and far in excess of any cooperation probably available to a new manufacturer in the leading stores, must have emerged.

During the prewar years it would seem that Fabergè accomplished two objectives which laid the foundation for great expansion during and following the war.

It obtained a certain amount of consumer recognition—a public clientele through and because of these retailers. It built up a number of case histories of retail success in these stores—a record of growing sales and consumer acceptance which began to attract the interest of leading stores. Just what methods of retail cooperation were used, whether some new or not discussed strategy of point-of-sale marketing brought these early successes, are not yet trade history. The trade does believe that Fabergè was the first to use the perfume blotter on a mass scale running into many millions of mailings, in cooperation with retailers.

(Continued on page 845)

THE PHARMACEUTICAL P

By MURRAY BREESE

IF I WERE to say to any group of adult American males that the world were in an economic backwater (some folks would state this less elegantly and more forcefully) I would get a one-hundred percent agreement. If I were to say to them that the United States is in an economic backwater, I would probably get about ninety percent agreement. But if I said to a group of adult American executives in the pharmaceutical business that sales management and distribution of ethicals is in an economic backwater, I would probably have bees humming about my ears like chemical and publication salesmen at a drug trade convention. Nevertheless, I do state it.

After listening to a lot of speeches, plans and discussions as an expert listener first on trade papers and later as an advertising man being told by management how to build advertising, I have come to the conclusion that there is a lot of new terminology but very little progress in thought or action in sales management in this field.

True, there is occasionally a new idea or a new angle which when exploited leads to outstanding success. At least one pharmaceutical house built a radically different sales policy a few years ago and went to town on it. Today a number of smaller houses are to some degree abandoning the drug trade and working with surgical supply dealers and are finding a new type of outlet. As a matter of fact, pharmaceuticals distributed through surgical supply dealers today amount to $32,000,000. This business has grown up within a decade. But of real constructive sales management based on sales and market research the way an automotive company or a good household appliance company would tackle the situation there is little that I have discovered, although

HAND in HAND
in the intestines
a fifth freedo
in sterility
"all cases of constipation . . ."
freedom from gastric distress
" is better than riches to scratch when it itches "
THEN

PROMOTION PROBLEM

there is certainly a lot of talk about it. Perhaps one of the troubles in our industry is that our sales management factors or management as a whole is inclined to be, shall we say, incestuous. They mix too much with themselves within the industry and are too seldom exposed to the plans and methods of other industries from which they can learn a lot.

Of course, it is easy to criticize and in the past twenty-five years I have been pretty much equally guilty in associating too much with the men in the industry which I serve. However, an advertising man even though specializing as I am, does get around a lot with management in these other industries and is naturally interested in what they are doing. Perhaps it all boils down to the fact that the pharmaceutical industry has never yet come out of the stage of alchemistry in that it still likes to work behind the screen. Management in this industry, I am sure, probably listens a lot to new ideas, but because of its extreme conservatism is too loath to change or adapt itself to new methods when the old ones have continued to be successful for so many years. It is in this direction I would sound a note of warning. The time is coming—

Now let's look at advertising that particular phase of selling with which I am associated and see what is happening.

While certain medical journals made progress in the year 1947, the total number of advertising pages in the industry in all journals was off. Is this because the doctor isn't reading his journals as some manufacturers believe and in consequence we have more direct mail? Perhaps this is the answer. And perhaps also since the advertising of journal pages is difficult to trace results to, the advertising departments or agencies have been

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COSMETICS

Functions and Formulations

SHAMPOOS Part I

By HARRY HILFER

PREPARATIONS into which are incorporated detergents whose function is to remove any foreign matter from the hair offer a large field for exploratory work, because of the number of problems encountered as a result of their use. Shampoos, in addition to their primary function as cleansing agents, must also leave the hair in condition for easy combing and enhance the natural sheen the hair normally possesses.

The best known agents which have been used as detergents have been soaps consisting of mixtures of fatty acids in conjunction with sodium and potassium hydroxides. These are capable of good detergent ability and are still very much in use. New types have become commercially available, particularly those generally classified as "soapless detergents" which have considerably enlarged the choice of function available and have become extremely popular in a relatively short length of time, because they possess certain characteristics which are desirable and peculiar to the type of compounds they are.

BLACK STARR

A brief discussion of the theory represented by these detergents would show why these materials function as they do. The physical-chemical theories of detergency have been treated at great length in the literature and no attempt will be made to repeat the work already done, except to touch upon the answers evolved as a result of this work.

Compounds possessed of detergent properties are molecules consisting of two components—a lipophile or fat loving portion—and a hydrophile, a water loving section. The molecule is a straight chain in the sense that the lipophile is at one end and the hydrophile at the other. Compounds which contain a hydrophile in the center of the molecule, though capable of extraordinary wetting properties, are not good detergents. This straight line structure with the two component portions at either end seems to hold true for all detergents, though the nature of the hydrophile and lipophile may be varied. In soaps the lipophile is represented by the hydrocarbon portion of a fatty acid, while the hydrophile consists of potassium sodium or triethanolamine in combination with the carboxyl group of the fatty acid. In the soapless detergents a similar structure exists but the hydrophile and the lipophile are different entities. Further descriptions of these compounds will be discussed further along in this paper.

The structure of the lipophile is of the utmost importance because on it are dependent some of the many phenomena which may accompany detergency. "Sudsing" ability, for example, is a function of the length of the lipophile. Solubility in water as well as its ability to form a proper colloidal system is also dependent on the length of the molecule and whether or not it contains any unsaturated ethylene linkages. The nature of the hydrophile will also have a bearing on solubility and in all cases, everything else being equal, solubility increases from sodium to potassium to triethanolamine. Ammonium soaps and detergents occupy a position in the solubility range between potassium and triethanolamine. This applies to soapless detergents as well as to soaps.

Soaps are not in true solution when best performing their function, but rather in a colloidal system which may have the appearance of a true solution. Sodium stearate which is not soluble to a great enough extent in water at room temperature to perform any detergent function to speak of, performs more efficiently at a temperature near the boiling point of water, than does sodium laurate, though the situation is reversed at lower temperatures. This is true because at the elevated temperature the laurate goes into true solution while the stearate remains in a colloidal state, while at the lower temperatures the laurate is in a colloidal state and the stearate cannot form a colloidal system in sufficient concentration to have any appreciable detergent function.

The same relative differences are obtained in the soapless detergents, where the higher the length of the lipophile, the smaller would be its solubility in water. In the alcohol sulfates the differences in solubility are much more marked than they are in soaps.

In any discussion of detergents there must be included one of the most noticeable of the phenomena associated with it. "Sudsing" ability is important because of the popular conception that it is a measure of detergency. Foaming actually indicates how readily air can be incorporated into the colloidal system due to the reduced surface tension. Though a reduced surface tension is necessary is any detergent, it is by no means the only qualification it must possess. Its ability to foam is therefore not a true measure of any product's ability as a detergent. There are available several excellent preparations for use in a bubble bath which are capable of great foaming potential, but actually are poor detergents. On the other hand, there are several excellent detergents which are not possessed of any marked amount of foaming properties and which are used because in some industrial cleansing operations the foam may interfere. However, for thousands of years women have been conditioned to expect suds in conjunction with detergency and they will not consider a non-sudsing preparation as being a cleanser.

Any shampoo, in order to enjoy successful sales, must therefore be capable of forming copious suds. The lipophylic group which is best capable of fulfilling this qualification is the lauric acid group in soaps.

Naturally occurring fatty acids range in their size from a six carbon atom chain up to 32 carbon atoms. The straight chain compounds (which are the most abundant) are the most satisfactory, and from the standpoint of detergent function the most useful range is from 12 carbon atoms as in the laurate to 18 carbon atoms as in the stearate or oleate. The theoretical considerations discussed insofar as soaps were concerned seem to be equally applicable to synthetic detergents. In any such compound, a lipophile consisting of 12 carbon atoms has strong foaming tendencies. The hydrophile contributes strongly in influencing these characteristics, but everything else being equal they are analogous to soaps—length of lipophile for length of lipophile. The hydrophile may consist of any of a number of water solubilizing groupings, the best known of which is the sulfate $RoSo_3Na$.

The lipophile need not be a fatty acid or a fatty alcohol. The 12 carbon atom chain as a hydrocarbon seems to be equally as efficient. There are now being marketed preparations made from petroleum distillation which are aromatic hydrocarbons containing a straight chain substituent, which are in turn sulfonated to produce excellent detergents. Among other sulfates and sulfonates in general use are those of the following general structure.

R C-O-C-C-C-O So_3 Na (1)

Glyceryl mono laurate mono sulfate

R - O So_3 Na - Sodium Lauryl Sulfate (2)

Here as in soaps there is the general structure in which the lipophile is at one end and the hydrophile at the other end of the molecule.

The compounds so far discussed are all capable of ionization and are anion active compounds, so named because the active (from the standpoint of detergency) portion of the molecule would be attracted to the anion during electrolysis.

There also are cationic active materials as exemplified by the quaternary ammonium compounds and having general structure where the active portion bears a positive charge and therefore is attracted to the cation. The quaternary ammonium compounds are not used to any extent in shampoos at the present time, but their importance is increasing and therefore would bear further study. There are several available with excellent detergent properties coupled with bactericidic properties which would suggest excellent usage as a shampoo. However, they are also substantive, that is having a tendency to react with the hair since the hair bears a negative charge and thus coating the hair. This may or may not be desirable.

A third class of detergents is the non-ionic which bear no charge but nevertheless have a structure which conforms to the theoretical considerations already discussed. Perhaps the best known of this type of detergent is the R C-O-(C - C - O - CC - O - C - C - O)n formed by the reaction of ethylene oxide with a fatty acid, or with an alcohol. Another good example is the lauric acid diethanolamine condensate, described in the patent literature, made from 2 moles of diethanolamine reacted with one mole of a fatty acid. This classification has numerous variations and several of its members have excellent detergent properties. Members of this classification are in fairly general use as shampoo materials.

Aside from the soaps, however, the most popular agents used in shampoos are the anionic sulfates detergents. Their popularity stems from the fact that they are excellent detergents and phenomenal foam producers as well as being capable of doing their work in the presence of salts that would precipitate soaps. Since the largest part of the United States geographically is composed of hard water areas, their introduction was immediately accepted as the answer to the female

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It's YOUR Patent Office!

By JOHN H. GRAHAM
Patent and Trade-Mark Consultant

LET'S break the news gently. The United States Patent Office in both patent and trade-mark divisions is over two years behind. There are over 156,000 patent applications awaiting action. There are over 36,000 trade-mark applications awaiting action. The number is constantly increasing. The backlog is not being reduced. And there is apparently nothing being done about it. Businessmen are getting perturbed.

The patent and trade-mark profession is perplexed. It's an awful feeling sitting across the desk from your client and awaiting his inevitable question as to when he may expect registration of his mark. When you say "probably two years or more after filing," there is a pause for client assimilation, and then the storm. How can you explain away such a situation? Even if you do, what about the harm which may come to the client in the long and weary waiting for action from the Patent Office. The client may have common law rights in his mark and may be able to sue an infringer under Unfair Competition but he does not have a registration. Under the Trade-Mark Act of 1946 (Lanham Act) with its provisions for damages and for constructive notice by virtue of registration, such a delay is definitely both a burden and a danger to the trade-mark owner.

Working Conditions in the Patent Office are to Blame

Few business men go directly to the U. S. Patent Office. If they did they would be surprised. Inadequate lighting, over-crowding, limited facilities of all sorts exist. The conditions in many offices are such that you would not expect efficiency from a line of girls packaging powder or lipsticks. Yet these men and women are working on intricate and meticulous problems, part technical, part legal.

The photographs herewith which are unposed action shots show to some extent the confusion existing. Many more of the same have been taken to prove that these are not isolated corners but that they are illustrative of all parts of the Patent Office. If you decided to employ your own trade-mark or patent attorney and offered him the same working conditions, I doubt if any salary would tempt him unless he were blind, lame or lazy.

In the face of all these odds, Examiners continue to turn out the work. They do a great job. It is not their fault that the pace is slow. It is not the fault of the senior officers nor of the Commissioner.

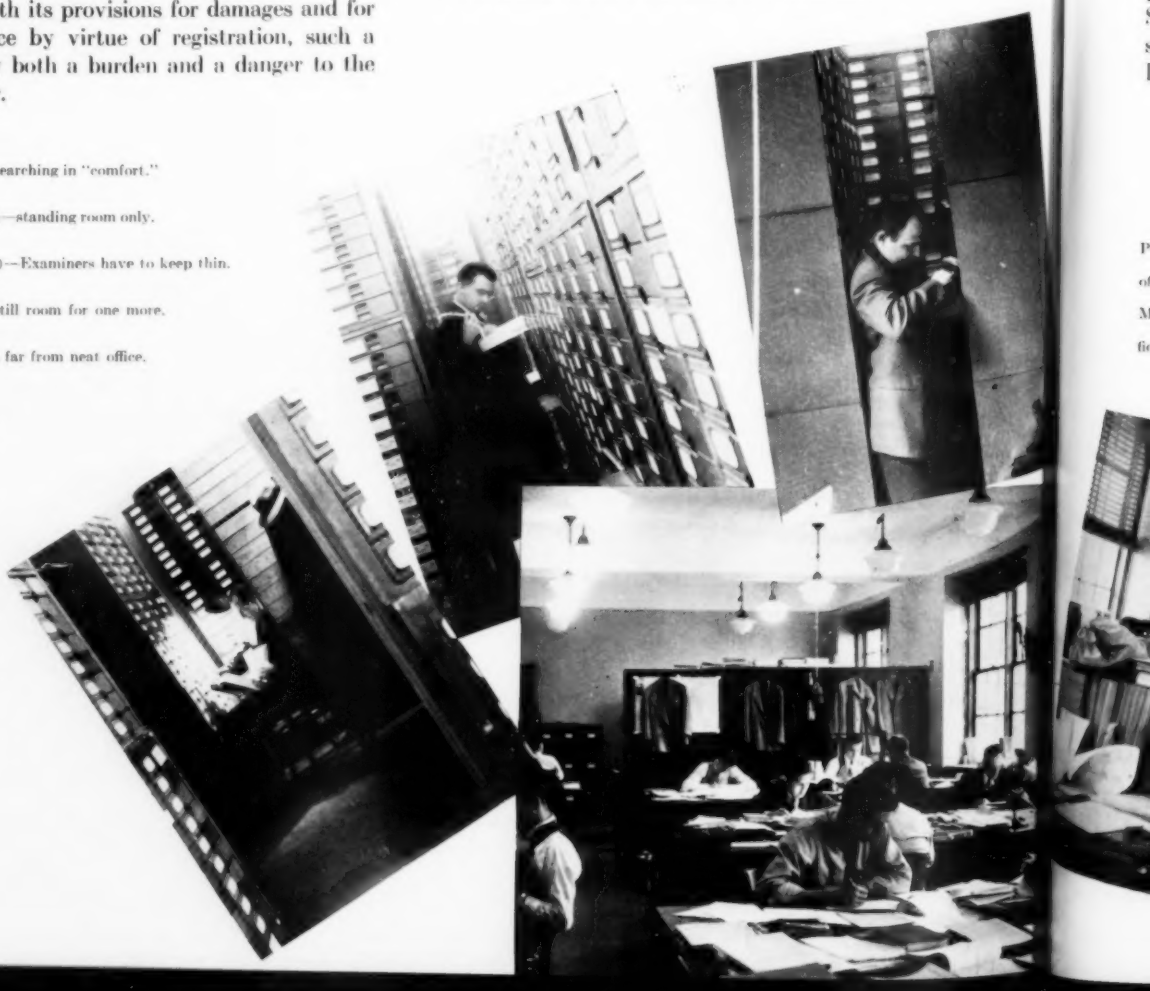

Figure 1—Division 61—searching in "comfort."

Figure 2—Division 17 (1)—standing room only.

Figure 3—Division 17 (2)—Examiners have to keep thin.

Figure 4—Division 51—still room for one more.

Figure 5—Division 40—a far from neat office.

Figure 6—Division 14—the typewriters keep you awake anyway.

Figure 7—Division 6—search the "automat" way.

Figure 8—Division 57—note the "quality" lighting.

Figure 9—Division 15—conferences with the Examiner.

Figure 10—Division 36—crowded quarters.

It is just that there is too much work, too few examiners and terrible working conditions. Many of us who work with the examiners directly wonder how thay can do such a good job under such strain. It proves that the human system can get used to anything. But I wonder what the aspirin bill is for the Patent Office personnel.

Crowded Searchers and Workers

Just how crowded can a room become? The photographs illustrating this article are unretouched and are typical of all parts of the Patent Office and all divisions.

The examiners have to search. The print on patents and trade-marks is small. It's often tedious reading.

Look at *figure 1* taken in Division 61. An old wooden chair, an old goose-neck lamp, a dangerous trailing extension cord, and he's set for an hour or so of strain. *Figures 2 and 3* shows more searching in Division 17. These men can only hope to grab a handful of documents and take them to a desk for study. Division 17 covers patents on typewriters, printing, etc., which is hardly a subject for casual work. So they go back to their nice comfortable desks for silent study in privacy, for instance, as in *figure 4*, Division 51; *figure 5*, Division 40, which is overcrowded

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CREDITS

Photographs courtesy of the Journal of the Patent Office Society, taken by Mr. Cornelius D. Angel of the Classification Division, U. S. Patent Office.

DOES FASHION PAY FOR COSMETICS?

Do Fashion Tie-ins Help Sell More Cosmetics in Department Stores?

By J. A. MARCUS

PERFUMES and Cosmetics have an historial association with fashion. But it is only within the last twelve years, starting with the introduction of Revlon nail enamel, that an association with fashion has been used in an aggressive way to advertise and promote perfumes and cosmetics.

Have these fashion promotions for cosmetics gone too far? Has the constant pyramiding of these promotions built too heavy retail inventories? Is the public weary of a cosmetic fashion overdose, confused and skeptical over a bewildering array of colors? Has this concentration on fashion for advertising and store promotions weakened the story of cosmetics for functional usefulness? Pointedly, does fashion bring extra dollars to the cosmetic industry?

To answer these questions we must first ask three more. These questions are: (1) What cosmetic? (2) What cosmetic manufacturer? (3) What retailer?

Only a limited number of cosmetics have been advertised and promoted with fashion tie-ins. These are primarily the cosmetics classified as make-up and perfumes or colognes. All others—creams, bath preparations, powders, hair preparations, etc. use almost entirely traditional advertising appeals and store promotions.

Out of over 900 companies making and marketing cosmetics, not over 50 companies are initiating fashion promotions or have any retail recognition for cosmetic fashion creations.

More than 60,000 retailers—department and specialty stores, drug and variety stores—have a cosmetic department of some sort. Only six thousand of these stores are

DO FASHION tie-ins help sell more Cosmetics? They certainly do, and like other buyers, I have had excellent results from tie-ins. I've been simply amazed at the amount of "pink" I've sold this Spring, certainly the largest quantity of fashion merchandise I've ever sold. But I've also experienced failures because they weren't "done right." I'm not a fashion expert; I don't know much about fashion. But I hope I have gained some knowledge as to the handling of the fashion theme at the firing line. I'd like then to examine some of the factors that make fashion tie-ins successful, or conversely, failures.

I'm going to start off by uttering a heresy. I am not a hundred percent advocate of clothes and accessory tie-ins on cosmetic fashion promotions. I don't mean by this that I don't advocate putting cosmetics into fashion windows, shows, and ads. Quite the contrary, I'm referring specifically to the cosmetic fashion promotions. I've found that when these promotions are supposedly made more fashion conscious by tieing in clothes and accessories, that the cosmetics tend to become subordinated. In the usual cosmetic fashion promotion, the Advertising Department will enthusiastically pitch in by filling the entire center of the page with an eye-filling dinner dress. The store then sells out its complete stock of the dress, but no cosmetics to speak of. That leaves both the cosmetic company and the buyer very unhappy—the company has to pay for the ad and the buyer has to carry the stock. I very much prefer letting the cosmetic presentation stand on its own. Use the clothes and accessories only as a very discreet background.

Let's begin right at the top. If top store management is not cosmetic fashion conscious and if this is not passed on by them as store policy, then promotions cannot hit on all cylinders. And in large part it is up to the cosmetic industry and the buyer to make their stores ever more cosmetic fashion-conscious. The stores will not become so of their own initiative. And this can be achieved mainly by means of direct contact between the important people of the cosmetic industry and the important people of the Store, at which time our story can be effectively "sold."

Now let's drop a level. The Fashion staff of the store, the Advertising Department, the Display Department, must be made to realize cosmetics are essentially fashion, and must treat fashion tie-ins from the fashion viewpoint. Only then can we expect that the elaborately formulated promotions of the cosmetic companies will be followed through both in letter and spirit.

Let's go down another level to the Buyer. If necessary you must educate him to understand fashion in its relation to cosmetics. He should be aware of its proper place in his all-over sales efforts. A Cosmetics' Buyer gets sales because he carries certain items the public regularly wants, because he runs price-promotions, because he introduces new items, because he advertises timely items, and because of his fashion promotions. But it is the fashion promotions which give his efforts the most character, it's the fashion promotions which are at the same time the most difficult and the most exciting, and it's the fashion promotions which enable him to stand apart from and surpass his competitors.

Now let's drop to the lowest, but the most important level, the Demonstrators. I can't stress too much the importance of training and educating them on

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competent cosmetic retailers. Of these stores not more than 250 have the fashion reputation and the facilities to initiate a fashion promotion. Less than half these competent 6000 stores—3000 stores—are able to participate in such a promotion.

Professor Copeland has defined the fashion cycle (1) distinctiveness period (2) emulation period (3) economic emulation.

On this basis we can say that the first creative period, in cosmetics, is participated in by not over fifty cosmetic manufacturers and 250 retailers. The second period, emulation of leaders and creators by discriminating stores and people, but not over a hundred additional manufacturers and less than 3000 stores. The third period, where the fashion is accepted and sought by every one with economic means, includes to some degree all retailers and all cosmetic users.

The Fashion appeal, limited to relatively few cosmetics, limited in its vigorous use to few manufacturers and retailers, has none the less exerted a strong leverage for increased sales of all cosmetics, for all manufacturers in all stores. It is a stimulating influence the industry could ill afford to lose. It takes nothing away from the industry, it brings traffic and public interest the industry would not otherwise have.

The following two papers present the viewpoint of the department store and the drug store or drug chain on the value of fashion promotions for cosmetics. Each contain an interesting and valuable discussion of store procedure in these promotions. These papers were presented at a meeting of The Fashion Group.

fashion. It's up to the Buyer to educate his people on fashion in general and in its specific application to cosmetics and get them to be fashion-minded. It's up to the companies to educate their girls on the fashion applications of their lines. The Demonstrators are the ones who will or will not translate everything we have prepared to the customer. If they aren't fashion-minded, you can look for failure of your fashion promotion.

Oh yes, let's not forget the assistant buyer. An assistant buyer has been defined as a mouse learning how to be a rat. That's not so far from the truth. Today, your assistant buyer is really doing all the legwork on the fashion promotion. Tomorrow she will be the buyer. Fashion background and fashion training is one of the most important weapons in her armory.

Now let's go over to your side of the fence. Certainly, first and foremost, the tie-in must be fashion right and fashion important. It must be timely.

Also fundamental are the type and scope of the promotional plans formulated. Merely to bring the new tie-in to the Buyer and expect him to carry on from that point is insufficient. You must be pre-

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Are Fashion Tie-ins the Coming Thing for Cosmetics Sold in Drug Stores?

By PATRICIA BRISTOL

HAVING been presented with the question, "Are fashion tie-ins the coming thing for cosmetics sold in drug stores?" I will endeavor to answer the question based on past performance of fashion cosmetic tie-ins that have been sold in drug stores.

There are 52,000 drug stores carrying cosmetics in the United States, of which 9 per cent are chain stores. Of the 6,000 key outlets in the United States that sell 80 per cent of the cosmetics priced at 60c retail and up, 900 of these are department stores and 5,100 are drug stores. Therefore, it is quite easy to understand why the value of fashion cosmetic tie-ins has been questioned, as 80 per cent of the average price cosmetic item is distributed through drug store channels.

Well organized fashion tie-ins are definitely beneficial to cosmetic sales in drug stores. There are several factors, however, that are required of the tie-in, in order for it to have value for the so-called drug trade. Naturally, the success of the cosmetic item fundamentally lies with the actual cosmetic item itself—in other words, the best coordinated fashion tie-in is not going to help what is really a "dog" cosmetic item. So, assuming that the cosmetic item itself has a reason for its existence, instead of just being the offspring of a tie-in scheme with free publicity, credit lines, etc. as bait, we will discuss the benefits the drug stores derive.

Therefore, going on the assumption that the cosmetic item itself is 100 per cent sound, the fashion tie-in will be of definite benefit to the drug trade if the fashion itself is sufficiently sound to capture the consumers' interest beyond the Fifth Avenue window stage.

Unfortunately, fashion merchandising is based on a continuous change or revolution of a cycle, whereas the success of a cosmetic or perfume item is based on widespread distribution and consumer repeat buying. The fashion itself, therefore, to survive the Hinterlands that exist beyond the department store window sphere, must be not only correct from a fashion point of view, but must be adaptable to the various geographic parts of the country and to the wide range of consumer budgets that cosmetics are consumed by.

The reason that price rears its ugly head in this

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Cellulose Derivatives in

By M. A. LESSER

THE extension of methyl cellulose to other pharmaceutical products has received attention. For example, Clemens and Read[11] used the material in the following formula for a cod liver oil emulsion:

Cod liver oil	**50.0 cc.**
Methyl cellulose (Tylose SL400)	**1.0 Gm.**
Glycerine	**1.0 cc.**
Oil of bitter almond	**0.2 cc.**
Saccharin solution	**1.0 cc.**
Water, to make	**100.0 cc.**

Of related interest are the studies made last year by Halpern, Biely and Hardy[32] on the utilization of vitamin A in water emulsions. These emulsions were prepared by using 1 per cent of methyl cellulose (400 cps.) as the emulsifying agent for fist liver oils of similar potency. Tests on chicks showed that those receiving vitamin A in the form of a water emulsion grew at a markedly greater rate than those fed vitamin A in the usual oil. More work on this phase is being done.

The work of Osborn and Dekay[10] has shown that methyl cellulose is a valuable binding agent for tablets. Aspirin tablets were granulated with mucilages made from natural gums, sodium alginate and the cellulose ether. Observations and comparisons were made on granulation, on sieving, on compression and on disintegration, A one per cent solution of methyl cellulose (1500 cps.) received top rating on all counts. Only a gum Karaya mucilage received a similar rating. Studies made by Milne[33] indicate that methyl cellulose compares favorably with starch mucilage and gelatin solution as a binder for tablets when based on disintegration experiments. The disintegration is of the explosive type caused by absorption of water by the binding agent.

This last also helps to explain why methyl cellulose has proved to be so effective as a colloid laxative. Tainter,[34] for instance, used the highly viscous type of methyl cellulose (4000 cps.) as a colloid laxative in animals and in humans. He found that only 5 Gm. twice daily produced stools with increased water content and bulk, semi-soft consistency and easy passage.

In an editorial comment on colloid laxatives appearing in the *Journal of the American Medical Association*,[35] it was pointed out that the development of synthetic mucilages, such as those of methyl cellulose, provides hydrophylic colloids which are non-toxic when given orally, are not absorbed by the intestinal mucosa, are not degraded by intestinal enzymes, and are non-antigenic. In addition to the obvious advantages over the natural gums, the synthetic colloid laxatives have a high degree of chemical uniformity. Like other gums, the synthetic material does not interfere with vitamin absorption. Recently a brille laxative in tablet form ("Cellothyl"), made with methyl cellulose, has been made available for the treatment of functional constipation.

Valuable applications for this material have been found in other fields of therapy. For example, in discussing its use in ophthalmology, Swan[36] stated that the high viscosity type (4000 cps.) of methyl cellulose provides for ophthalmological use a nonirritating and chemically inert colloid which dissolves in water to produce a highly transparent, viscous solution of the same index of refraction as the cornea. It can be used as a bland vehicle for medication, as a substitute for tears in kerato-conjunctivitis, and as a solution in conjunction with contact lenses. Solutions can be sterilized by boiling. Prolonged use in rabbits produced no signs of irritation and no cases of hypersensitivity were noted in 100 patients receiving instillations containing methyl cellulose.

Of kindred interest is the use of methyl cellulose in the formulation of an improved type of nose drop or nasal spray, an example, as given in the patent[37] com-

prises an aqueous solution containing about 1 per cent of ephedrine sulfate, 0.5 per cent of chlorbutanol, 0.85 per cent of sodium chloride and from 2.5 to 3 per cent of methyl cellulose. The resulting composition is approximately isotonic and has a sufficiently high relative viscosity so that it spreads readily upon contact with the mucous membranes and remains in contact with them, thus being highly effective for the treatment of head colds and the like.

Noteworthy, too, is the use of methyl cellulose in the preparation of spinal (intralumbar) anesthetic solutions. It has been found[38] that the use of this water-soluble cellulose derivative is eminently suitable for increasing the viscosity of anesthetic solutions without unduly increasing the specific gravity. Hydroxyethylmethylcellulose may also be used.

As already mentioned, methyl cellulose solution has been suggested as a plasma substitute. Studied during the war when suitable substitutes were being sought, methyl cellulose was found to be effective in shock and to be non-antigenic.[39] Unfortunately it shows a tendency to cause renal damage[40] and displays the phenomenon of excessive storage in the viscera.[41] It has not been widely used as a plasma substitute.[42]

In the pharmaceutical laboratory, aside from its uses as a suspending and thickening agent, methyl cellulose has been used in the extraction of certain alkaloids. It has been recommended[43] specifically as a replacement for tragacanth for extracting the alkaloids of belladonna and cinchona. In the bacteriological laboratory, solutions of methyl cellulose provide a suitable medium for the study of bacterial motility. Superior to the gelatin and gum solutions formerly used, the cellulose preparation provides conditions that permit detailed observations on fast-moving bacteria.[44]

The drug and cosmetic industry is finding a number of uses for carboxymethylcellulose. Though a comparative newcomer, numerous reports and patents give a very clear picture of the potentialities of this cellulose derivative.[45,46] Some of these applications parallel those of methyl cellulose, but many others depend on certain characteristics inherent in carboxymethylcellulose.

The sodium salt, the form in which the compound is generally available, is produced by the reaction of monochloracetic acid with alkali cellulose. Sodium carboxymethylcellulose is known by several different names, including cellulose gum, sodium cellulose glycolate, carboxymethocel, "Collocel," and "CMC." It is generally produced in three viscosities to cover a wide range of applications. These are: low viscosity (25 to 50 cps. at 2 per cent concentration); medium (400 to 600 cps. at 2 per cent concentration); and high (about 1500 cps. at 1 per cent concentration).[3]

The sodium products are available as odorless and tasteless white, granular powders. In contrast to methyl cellulose, carboxymethylcellulose is readily soluble in either hot or cold water. Because of their viscous nature, the solutions may be used as thickeners, suspending agents and emulsion stabilizers. In addition, the solutions can be evaporated to leave films which are unaffected by fats and greases, or by most solvents, including acetone, benzene, ethyl alcohol, gasoline, methanol, toluene, turpentine and xylene.

in Drugs and Cosmetics Part II

Clear solutions are readily obtained by stirring water while the carboxymethylcellulose is being added. An alternate method is to first wet out the powder with alcohol or glycerine and then add the water rapidly with good agitation. The smoothest, most brilliant carboxymethylcellulose solutions are obtained by passing the water solutions through a homogenizer, viscolizer, or colloid mill.

As reported in the review by Hollabaugh and his associates,[46] sodium carboxymethylcellulose may be used to replace natural gums in the manufacture of face creams, and can also be employed as a base or stabilizer in medicinal preparations. The cellulose compound has found application in dentifrices, wave set preparations, hand lotions and other types of cosmetic products. The ease with which carboxymethylcellulose is dispersed makes it valuable in ointment bases for dermatological and other conditions. In the treatment of chronic surface ulcers with red blood cells, Kanski[47] made a gel with sodium carboxymethylcellulose and found that it gave improved results as compared with other gums and binders.

When explaining the advantages of using sodium carboxymethylcellulose as the vehicle for applying the blood cells to the ulcers, Kanski listed the following factors: (a) high chemical stability, (b) neutral in aqueous solutions, (c) resistant to acids and bases, (d) resistant to light, (e) high emulsification and dispersive

power, (f) good film strength, (g) no tendency to ferment or mildew, and (h) good miscibility.

The film-forming properties of carboxymethylcellulose can be used to advantage in making sulfonamide-containing membranes or eschars for burn treatment. It is particularly useful where a very tough film is required.[28] The grease and organic solvent resistance of the carboxymethylcellulose films should also be of definite value in making industrial skin protectives and similar products.[46]

Studies have shown that sodium carboxymethylcellulose is physiologically inert and feeding tests have indicated that the material is harmless when injected.[48,49] Like methyl cellulose, carboxymethylcellulose is useful as a colloid laxative. In addition to having the advantages of greater uniformity and stability, a new testing technic has shown that both of these synthetics are generally superior to the natural laxative gums in hydrophylic properties.[50]

Very interesting and perhaps indicative of newer applications is the work of Feinblatt and Ferguson[51] in controlling the action of the cardiac drug, digitoxin. These investigators have found that the solubility characteristics of digitoxin can be modified considerably by intimate admixture with colloids, especially sodium carboxymethylcellulose. Combining the digitoxin with the cellulose derivative serves to slow the rate of digitoxin absorption and fixation so as to maintain a continuous therapeutic effect and allow time for the heart to respond with maximum efficiency. This prolongation of effectiveness is comparable to the action of protamine insulin as contrasted with ordinary insulin. A product utilizing this combination ("Digithyl") is available for the treatment of various heart conditions.

Other therapeutic products may utilize this cellulose compound. In the field of surgery, Herrmann[52] has recommended the use of suitably prepared carboxymethylcellulose for plastic fillings, thoracoplasty and joint fillings. In addition to such uses, his patent suggests the use of carboxymethylcellulose fillers as depots for the slow absorption of medicinal agents. Others[46] have suggested that the cellulose derivative might be used to make dental impression materials. According to one patent,[53] carboxymethylcellulose may be employed with agar-agar as a bacterial culture medium.

Ethyl cellulose differs from the other two cellulose ethers in a number of respects. Most important perhaps is the fact that it is soluble in organic solvents, but not in water. Ethyl cellulose available commercially as "Ethocel," is produced by the reaction of ethyl chloride and alkali cellulose. It is colorless, odorless, tasteless and non-toxic. It is stable to light, aging and to strong alkalies and is resistant to the action of dilute acids.[54] Ethyl cellulose is available in several viscosities. The medium grade is usually employed in pharmaceuticals.[55]

In drug and cosmetic manufacture, ethyl cellulose is valued chiefly for its film-forming properties. It must be dissolved in alcohol or other appropriate solvent before it can have practical application in these fluids. Ethyl cellulose can be plasticized with castor oil, butyl phtholate and other materials, depending on its ultimate use.[8]

Because of its ability to produce films of great strength and toughness and of outstanding flexibility, ethyl cellulose is valuable in the formulation of nail lacquers. It is compatible with many natural and synthetic resins, and less resin is required with ethyl cellulose than with nitrocellulose. It is also compatible with other cellulose derivatives. Ethyl cellulose is less dense than nitrocellulose and hence it takes only two-thirds as much to obtain the same surface coverage as with nitrocellulose.[9]

The film-forming properties of ethyl cellulose have also proved useful in the production of non-smearing liquid "lipsticks." It not only serves to fix the color, but at the same time it also imparts a glass to the lips. However, an alcoholic solvent is required to remove the film from the lips.[7] The formulation and manufacture of such liquid lipsticks have been given in detail in the patents granted to Klimist.[56] For example, a typical lip rouge may be prepared from:

Ethyl cellulose	3.1 per cent
Ethyl alcohol	68.4 " "
Petroleum ether	20.0 " "
Hydrogenated methyl abietate	7.5 " "
Rhodamine	1.0 " "

The moisture resistance of ethyl cellulose films has proved of value in the formulation of industrial skin protectives or barrier lotions. Thus, according to Hopkins,[57] a water-resistant type of coating may be obtained with the following fluid preparation:

Ethyl cellulose	4
Gum mastic	6
Castor oil	1-2
Acetone or benzol, to make	100

This is a modification of the protective lotion originally recommended by Klauder, Gross and Brown[58] for use in dry work and as a protection against dust-borne irritants or when soiling of materials or objects by the protective is not desirable.

In a patent recently issued to Dreyling,[59] ethyl cellulose was employed with a cellulose ester to produce insect repellent compositions of improved effectiveness. A typical composition is given as follows:

Ethyl cellulose	2.7
Cellulose acetobutyrate	2.3
Propylene glycol monostearate	2.0
Dimethyl phthalate	55.8
2-ethyl hexane-1,3-diol (Rutgers 612)	18.9
Indalone	18.6

It is claimed that when vehicles of the cellulose gel type are used, not only is the duration of repellent activity more than doubled, but the product is easier to apply and has no greasy feeling. The repellents are readily removable with soap and water.

Ethyl cellulose may advantageously replace nitro-

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August A. Wasserscheid

On January 11, 1871, Rudolph Wasserscheid wrote in his diary, "A son is born." What he probably envisioned was a future genius, or perhaps a president. What did evolve from this first of seven such entries is a conscientious and serious-minded combination of artist, scientist and business man with a sense of humor, a sharp head, and an overgrown heart. Affectionately called "Wassie," August A., whose second name remains an enigma for reasons best known to himself, is a vice-president of the Mallinckrodt Chemical works. On May 15 of this year he celebrated the fifty-fifth anniversary of his association with the firm.

Wassie was born on East 55th Street in New York City where Rudolph had established his home after his marriage to Augusta Meyer of this city. Rudolph, of German birth, had come to this country in 1848 in the company of politically reprehensive intellectuals who later called themselves the "Forty-eighters." A friend of Peter Cooper, Rudolph instructed art classes at Cooper Union, and in four public schools of New York.

Augusta and Rudolph, in moderate circumstances, managed to expose their children to liberal education in the arts and sciences. Wassie showed great aptitude in both, and, with scholarly zest, absorbed all the erudition that came his way. By virtue of these qualifications, he was appointed his brothers' keeper and his sisters' monitor, occasionally accepting their bribes to take over the piano bench to practice in their places. He became quite proficient at the piano, either as a result of his own abilities or his brothers' and sisters' lack of them. He modestly attributes the popularity he enjoyed during his school days to the generosity and versatility with which he performed.

The Wasserscheid family spent summer vacations when the children were small in Egg Harbor City, South Jersey, then later in the Catskills. It was there that Wassie met the turning point of his life in the dainty form of Florence McKown. He courted her from afar for months, making cunning use of his musical talents by playing moonlight sonatas whenever he was sure that she was within ear-shot. When finally he mustered the courage to ask her if she knew what beautiful blue eyes she had, she pinned him down with the prompt rejoinder, "Yes, and *I* like the noise *you* make." They were married on February 15, 1900.

By the time this was accomplished, Wassie's education had been completed at City College and the College of Pharmacy, and he advanced appreciably in prestige at Mallinckrodt's where he had begun his career as a clerk. He had proven himself to be a perfectionist by nature, and a dispositional fuss-pot, with a keen eye for detail and unquestionable acumen in business. While his approach to all objectives has even been gentle, diffident and somewhat quizzical, the sure efficiency of his execution belies the docility of his manner. Paradoxically, he is quite unabashed in extolling the virtues of his own modesty.

(Continued on page 836)

REPEAT BUSINESS IS NEVER BUILT BY FOOLING THE CUSTOMER

Integrity in *all* things is a distinguishing characteristic of a dependable firm. It is, in fact, nothing more than just plain good business . . . if the management has an intelligent long-term view of customer relations.

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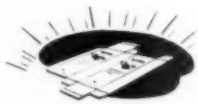

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PACKAGING and SELLING

BUYERS CAN SELL

This is a case where the buyer turns the tables and sells the seller. A very able salesman of one of the top fashion perfume companies recently jumped a plane on the Pacific coast and in a frenzy of excitement rushed into the home office in New York.

This salesman had been offered the most wonderful deal imaginable in a certain profitable area of the Pacific coast. His principal account is one of those glamorous department stores which has very smartly located branch stores in central, rich and strategic suburbs, so that they are universally recognized as a primary factor in their area from both the viewpoint of volume and prestige.

This store had presented a plan to the salesman. The plan was that his company discontinue every other retail outlet in the store's entire territory. In return for this concession, the department store promised to give all sorts of alluring advantages in window and counter displays and in other forms of preferred sales cooperation. In presenting the plan, the store had it all figured out that the perfume company's sales would soar to vastly greater heights through the cooperation they were prepared to give.

The salesman was completely sold. He was probably in a greater dither of ecstatic agreement than he, himself, had ever been able to place a buyer. He arrived at the home office expecting bows and salaams from the boss. However, to his incredulous horror the boss promptly vetoed the whole deal.

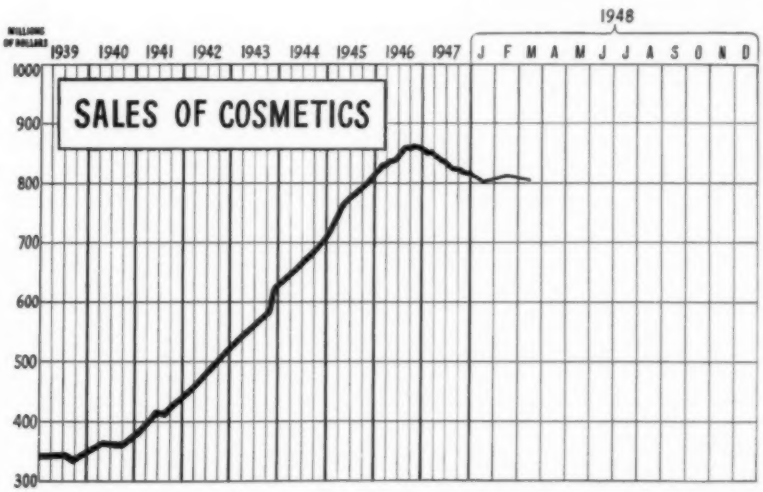
The boss pointed out that this admirable store was already doing over $40,000 a year with the company, was already giving an excellent degree of cooperation substantially above the competitive level, and on the basis of proven sales was just as anxious to contribute to this arrangement as was the perfume company.

In addition to these blunt business facts, the boss gave the opinion that in spite of the admirable character of this store and its branches, they certainly could not prove, in view of other excellent competition, that as much as half of the people in the territory ever traded in their store.

This retailer was very far from proving that they could give a manufacturer exposure in the way of traffic to anywhere near all of the people in that territory which their advertising and their prestige reputation had built into prospective customers. In addition to all of this, the other 30 or 40 stores in this area, consisting of a few department stores but mostly fine high-class drug stores, were in a sense feeder lines for this primary major store. The boss ventured the opinion that if he cut off all of these other stores, sacrificing the display and availability and salesmanship of these stores in interesting new customers who might become permanent clients of his perfume company, that instead of increasing his area of business as the big store promised, it was very much more likely that his business would decrease. The salesman returned to his territory a chastened, but undoubtedly better-informed man.

It isn't always that management shows superior wisdom to a territory salesman. Management should have a collection of experiences and trials and errors which give them a matured judgment in policy decisions. They should have a national viewpoint which ought to give them a perspective which in turn should make for sounder judgment than is possible for a territory salesman.

The truth is that anyone who knocks around this industry for very long, and probably that is true of other industries, will find that many territory salesmen have that quality of assorting facts and events based on past experiences and



Retail sales of cosmetics for the twelve months ended with March 1948 amounted to $807,463,000. This compares with $811,049,000 for the twelve months ended with February 1948 and with $853,999,000 for the twelve months ended with March 1947.

arriving at a judgment which is historically sound and pertinent to the specific problem. These men too often are compelled to carry out policies that they know to be wrong, and too often they must stand on the deck and watch the hand at the tiller, in willful ignorance, steering for rocks or shallow water.

This reminds us of a little investigation that the Boston Globe has been conducting as a sort of I. Q. of its readers in local history. The Bay Staters have been asked whether the witches in Salem were burned, hung or shot. About two-thirds of those questioned were very sure that the Salem witches were burned. Curiously, among all the persons questioned, it was the college graduates who went much farther astray than did the others. The fact is that no witches were burned in Salem; they were all hung.

The point of this story is the editor's comment. He stated that these findings should not be interpreted as meaning that a college education increases ignorance as well as knowledge. What seems to be the truth is that a college graduate is a little more positive about knowing something that isn't so, than are those with less education. How often can this be said about management!

V for Perfume

Every once in awhile, in patent litigation, some morsel of information pops up which lightens the whole proceeding. In current litigation, where the issue is whether a certain group of chemicals were ever used in any way prior to a certain date, it was discovered that the army had made use of one of this group in World War I.

This particular chemical has an odor that is identical with the aroma of the skunk. The Cavalry, on its forays, deciding that its presence could be advertised by the perfume compound of men, horses and leather, furnished the last horseman with a spray gun loaded with this chemical.

This would appear to be one of the very early uses of camouflage by odor. Unfortunately, research in the part perfumery could play in war time was not continued.

It is not beyond the bounds of reason that perfumery, with proper research, could play a major part in some future war.

Let us imagine the two opposing armies drawn up on a wide plain. Each side, for several hundred miles, has its infantry, its armored divisions, its heavy guns and its air force ready for the attack.

Suddenly, down the entire length of the American line, filling the air and drifting down wind to the enemy, there is the delicious odor of ham and eggs.

The enemy takes one sniff, drop their guns, abandon their tanks, their artillery, their planes and surge wildly across the plain to surrender.

No one is left on the entire length of enemy line except the Commanding General, sitting among the desolation of abandoned arms, sipping Vodka from an old tomato can captured by a daring scout some days before.

You Like It or You Don't

Consumer buying habits, particularly as regards geography, are baffling things. The manufacturer of any particular type of product can never look at sales statistics across the country and determine what his sales should be in any particular state or territory.

A revealing example of this was recently given us by one of the most respected salesmen in the industry, a man who for many years has been a top seller of sachets. His claim is that if he can be given the cities of Newark, N. J., Philadelphia, Chicago, New York and the State of Texas, other sachet salesmen can have the rest of the country with his blessings. This man states that in spite of all efforts and advertising promotions, the people on the Pacific coast simply will not buy sachets, nor will the retailers anywhere along the Pacific coast purchase more than a small minimum quantity. He said that the average order of any one of the dominant department stores or chains on the coast would make a small retailer in Philadelphia smile. This evidence is based upon 40 years of successful selling.

Incidentally, Texas is the big price state for cream shampoo. Texans have taken this product to their hearts, thereby showing an originality that has not yet been imitated to any substantial extent in the rest of the country. Another interesting item from this same source: 60 per cent of Egyptian henna is sold in three states.

We're It

Much of the philosophy behind New Deal financing was attributed to the Englishman, Keynes. It appears now that the Empire is not yet through with us. Walter Nash, Finance Minister of New Zealand, said recently that America was producing so many goods it had to send or give them away or else destroy its own economy. He declared that unless the world could find some way to enable the United States to continue that policy, American economy would disintegrate and there would be unprecedented unemployment.

Recently at an international conference American representatives discovered that foreign countries, including those of South and Central America, were not in the slightest interested in the very liberal credit policy which we had devised through the World Bank and other agencies. We were prepared to offer 50 year loans at an insignificant interest. These nations appeared to be annoyed and even insulted at our suggestion of a loan. These countries desperately need help to develop their natural resources and their industries but they were firmly convinced that they were entitled to it as a gift.

Guess or Fact

The consumer panel is receiving increasing attention from business and as the technique develops it will, without any question, become one of the most valuable tools for business.

Last month we commented on the way General Foods is using a consumer panel to determine many questions in packaging which were formerly decided by executive guess-work.

Now we hear how one of the substantial companies in our own industry, which for years has marketed one of the large selling deodorants, used a consumer panel in a very effective way. It seems that this deodorant has maintained a steady substantial sale over a considerable period, has shown extreme resistance to a decline in sales which affected all deodorants last year, but seemed to hit a ceiling in total sales which the company had never been able to break through.

The consumer panel appears to have returned a very sensible and revealing answer to this situation. The deodorant has a rather distinctive odor which the company has always felt has been an agreeable, effective perfume which aided sales. However, the consumers on the panel told the company that while they liked the perfume in this deodorant, and preferred a deodorant to be perfumed, in this particular case the distinctive odor was not desired because it identified the user as someone who employed deodorants. In other words, most of the

Sparkling eye appeal that creates point-of-purchase preference

• A distinctive Kimble container gives your product the deciding vote in many a buying decision . . . is a valuable asset at the vital moment the purchase is made.

In Kimble containers you get craftsmanship unexcelled anywhere in the world. You benefit from the dozens of Kimble-perfected techniques and operations which contribute so largely to flawless finish and maximum practicality.

Many of today's famous brands in perfumes and toiletries owe much of their success to the wide-range appeal of their individualized Kimble glass containers. Let us co-operate with your designers.

SPECIFY KIMBLE FOR ASSURANCE OF CONTAINER QUALITY

KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company

Simplicity

Armstrong's Standard Jar Covers

The plain beauty of these colorful lids will give your package an air of quality and display good taste. You can add a cheerful touch of color to your package merely by topping it with an Armstrong's Standard Jar Cover. They are available in black, white, and pastel urea colors . . . whichever complements your package best. They will not chip or crack. They're non-corrosive. They have a high luster. And they are exceptionally economical to use. Made in all sizes ranging from 33 mm. to 100 mm. For further information and prices, address either I. F. Schnier Co., Inc., San Francisco 7 or Los Angeles 12, or Armstrong Cork Company, Glass and Closure Division, 1906 Prince Street, Lancaster, Pennsylvania.

ARMSTRONG'S

Artmold

PLASTIC

CAPS

people who use deodorants have no desire to advertise that fact. The company has recognized this as so logical that it has now changed the perfume in this deodorant to an agreeable but conventional odor that cannot be identified with any particular product.

Advertising Literature

Fortunately for the advertising business, account executives can "take it." The account executive of an advertising agency is part of a hardy breed. He is the survivor in a process of natural selection.

When there is mutual respect and cordial relations between agency and client, his life for that moment is marked only by a little politics here and there, occasional pressure for more free service by the agency and at times a sudden thought that he might, after all, be the client's office boy.

When relations are somewhat less than perfect confidence, his troubles multiply.

These few words are merely to introduce the thought that account executives can easily fall into the rut of being very busy.

The account executive is facing new threats from this direction. He is getting many, many more calls from salesmen. Some of these publication men have standing with his client. Here and there one of them will have an idea or some knowledge that might help an account man. But a good account man can take these things in his stride.

It's the literature that bothers him. The daily flow of mail to his desk from publications of all kinds, from radio, point-of-sale agencies, etc. is the news record of the tools of his trade. Here are suggested promotions that might well fit his client's problems, new markets worth looking at and many other facts or fancies he should know. Many of these mailings reach his client and might inspire a telephone call.

Just recently we asked the account executive of a well-known middle size agency to save the advertising literature mailed to him during a period of two weeks. Excluded were letters of all sorts and surveys the agency would file.

In these two weeks this account executive received 132 pieces of printed matter. Not including copies of magazines or reprints of editorial pages, these 132 pieces had 831 pages of printed matter. This is a pretty big book. Reading time for any one would be quite a chunk of the normal 40 hours.

Of course, there were lots of pretty pictures. But there were lots of long wordy documents, too.

Of these 132, twelve were entirely on editorial, i.e. showing interest or alertness on some timely or important subject; 60 were competitive comparisons, often wordy and bewilderingly detailed and five were on retail promotion tie-ups.

Serve Yourself

A New York department store has been experimenting for two years with a self-service section in its drug and cosmetic department. This section comprises a corner of the department, is plainly designated "Self-Service-Drugs" in a large ceiling runner and uses about 50 per cent of the space for toiletries and the other half for proprietaries. The products carried are the well-known names of staples, predominantly priced at $1.00 and under.

This department is considered a success by the store, although there has been nothing dramatic or sensational about it. In the opinion of the buyer its chief value has been to relieve the trained salesgirls from selling staples on which no sales talk is usually required, permitting them to devote their entire time to the cosmetics which require instruction and service in the selling.

The really interesting thing about this department is that although it has been in the store for two years in its present form, not until just lately has there been any comment regarding it. Now there is quite a bit of talk, just as if this were a new and interesting experiment.

Some time ago one of the large drug chains made an experiment in one of its stores with self-service. This section was completely segregated from the rest of the store. In the opinion of the chain the experiment was not a success, although there may be some reason to believe that the way it was laid out in the store had a lot to do with its failure.

There are some independent drug stores which have experimented in a small way with self-service, with satisfactory but not startling results.

Self-service or some form of self-service is unquestionably sweeping the retail grocery field and is gaining in favor in the retail hardware field.

There are two basic types of products in the retail drug field. One is those medium priced utility articles that are so widely advertised to the public that very little sales effort is normally required. It does seem very questionable that because of the high sales cost of a trained clerk, he or she should have to spend any necessary time on these items when it proves to be a distraction in selling the other type of product in the store, that is the higher priced products, the specialties, and certain other products where the store has a larger profit basis to work on and where selling can be effectively applied.

The professional products of the drug store are, of course, in a completely separate class from this sales viewpoint. We, ourselves, believe that in the coming years there will be a very substantial increase in self-service selling for the utility demand items that have a rapid turn-over.

Bread and Cosmetics

There is certainly some significance to be read into the large increasing sales for such things as sewing machines, piece goods, and dress patterns. Perhaps more indicative of the decline in consumer spending power than anything else is an increase in the sales of those products which indicate a general trend toward a return of the home handicraft market.

We hear that there is a growing popularity in the purchase of a frozen bread dough which contains yeast and which enables the housewife to make bread at home without any of the old fashion labor which used to be included in making bread at home.

According to a recent analysis in the Wall Street Journal, the sale of flour at wholesale has dropped by quite an appreciable margin. Investigating this condition across the country with a considerable number of commerical bakers, the reporters of this journal discovered that the sale of bread has been declining for several months. According to the bakers, the reason for this decline is not a decrease in bread consumption, but simply the fact that American housewives have stopped throwing away the last third of the loaf when it began to dry out, and are now consuming the entire loaf of bread.

There is certainly a parallel between the conditions which attend the sale of a loaf of bread and the sale of many, cosmetics, notably make-up products such as nail enamel.

This industry went through a period where it successfully convinced many American women to buy additional cosmetics on the basis of color or fashion

The Empress Closures shown here are molded by Owens-Illinois Glass Company, Toledo, Ohio.

Plaskon Molded Color "jewels"

lend a royal touch of distinction to any product!

● In "king" size or "princess" shape . . . in brilliant coronation hues or subdued tones . . . molded Plaskon closures and containers can impart a regal atmosphere to your product. Consider these advantages of Plaskon thermosetting urea- and melamine-formaldehyde molding compounds:

Exquisite Designs... Plaskon Materials can be economically molded round or square, concave or convex, long or short and into an almost endless variety of distinctive "personality" shapes.

Beautiful Colors... Plaskon Materials are available from translucent natural, through the pastels and brilliant hues, to jet black.

Lustrous Finish... Plaskon Molded Color is delightfully smooth, warm to touch, and requires little or no finishing.

Stable... Plaskon Molded Color is harmless to the delicate aromas of creams, powders, perfumes and other cosmetics. It is safe against softening, distorting or flamability and is unaffected by alcohol. Plaskon's experienced field men are available to help you. Let them show how Plaskon* Molded Color will add sales appeal and lower production costs for you. *Reg. U. S. Pat. Off.

Write for free illustrated book on Plaskon Molded Color.

PLASKON DIVISION • LIBBEY-OWENS-FORD GLASS CO.
2110 Sylvan Avenue • Toledo 6, Ohio
In Canada: Canadian Industries, Ltd., Montreal, P. Q.

PLASKON
TRADE MARK REGISTERED
MOLDED COLOR

promotion before the women had completely consumed the cosmetics they had at home. The fact that color and fashion promotions have been drastically reduced in frequency, by the manufacturers who use this method as their chief promotion, is in itself an indication that the American woman is tending strongly to completely consume the cosmetics she purchases before buying additional ones.

There has certainly been no decline in the use of cosmetics or in the number of women using cosmetics. We will, probably, find that the real decline has come through the avoidance of waste or the plain intention of an American woman to use the cosmetics to the bottom of the jar and to the bottom of the bottle and not to discard a half full bottle or jar in favor of a new one.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing sales for the month of March 1948 as compared with the same period in 1947.

	Department Store	*Drug Store*		*Department Store*	*Drug Store*
Atlanta	+11	–9	Los Angeles	–1	–7
Baltimore	+1	–3	Memphis	*X*	–2
Birmingham	+16	–4	Milwaukee	+10	–5
Boston	+4	+2	Newark	+3	+5
Chicago	+1	–3	New York	+4	+4
Cincinnati	+13	–4	Philadelphia	+14	–4
Cleveland	+10	–2	Pittsburgh	+8	+7
Dallas	*X*	*X*	Providence	+3	0
Detroit	+8	+2	Saint Louis	+9	+3
Indianapolis	+6	–2	San Francisco	+2	–15
Kansas City	+13	–3	Seattle	+4	–4

Ten Cent Demonstrators

Few people in the trade, unless they have personally observed this phenomenon or are active in the variety store business, realize how successfully the demonstration system has been used in the big variety stores.

One of our informants tells us that a certain large variety store in San Francisco has had a demonstration running on a 50 cent cosmetic line. This demonstration consists of one girl who is continually talking and demonstrating cosmetic applications and two girls who ring the cash register.

The majority of sales consists of multiple items ranging from $2.00 to $3.50, and this demonstration has been averaging $1,000 a week.

Merchandising

One of the most interesting and intelligent bulletins that we receive here is "RETAIL GREY MATTER" published monthly by the Grey Advertising Agency, Inc., of New York City.

In the May issue of this bulletin there is a penetrating analysis of a survey just made in the Toledo shopping area by the "Toledo Blade." Toledo is a normal prosperous American city with a well-do-do industrial population and a prosperous farming community surrounding and feeding it. It has excellent retail stores.

The Toledo Blade discovered that in the city itself 16 per cent of the women were making out-of-town shopping trips, and 23.3 per cent of these women were making mail-order purchases primarily from catalogue houses. In adjoining county seat towns, 31.7 per cent of the women were purchasing from mail-order houses, and of these 25.6 per cent made their purchases from catalogue houses. In the adjoining retail areas 31.5 per cent were purchasing by mail-order, almost all of them from catalogue houses.

In this survey, complaints running as high as 30 per cent of the women interviewed concerned: 1. Parking difficulties; 2. Poor salespeople; 3. Poor style selection; 4. Poor size ranges.

A striking discovery is that 21.9 per cent of the women found present daytime shopping hours inconvenient.

"Retail Grey Matter" comments that they have been insisting for years that *customer shopping hours* and *store hours* have been going off on diametrically opposite tangents.

In the retail trade today there are many forces operating to bring about a drastic evolution in retailing.

Just where the metropolitan department store and even to some extent the super-market located in congested areas are headed depends upon a solution of many problems in retailing today. The inability of most cities to handle traffic problems and to provide parking, the inclination of the customer to shop at hours which may not conform to the rule set by a store for executive or union convenience, lazy ineffectual retail selling as an aftermath of the war, and the general retail attitude to drastically reduce inventories, often in complete disregard of the preferences of their clientele, are some of these troublesome factors which must be solved.

One of the most disturbing findings in this survey is the enormous increase in mail-order business among people who are supposed to be conveniently situated for ready access to leading retail stores.

We have just finished reading in the "Saturday Evening Post" an excellent story on the R. L. Watkins Company in which it was stated that this wagon company, for most of its years confined its selling to rural areas, is now invading cities with success.

"Retail Grey Matter" concludes that there are many ways in which the department store can strengthen its position as against this type of competition. We list these below with the suggestion that the best favor any one could do for a retailer would be to pass this list on.

1. Adjustment of store hours to customer shopping conveniences.
2. Intensification of mail-order selling over a wider area.
3. Alleviation of the parking problem.
4. Development of telephone selling.
5. Development of door-to-door selling (in which connection we recommend study of the series of articles currently appearing in "Retailing," written by Earl W. Lifshey, managing editor of that splendid trade bible.)
6. Education of salespeople.
7. Improved interior fixtures and interior displays.
8. And always a man's sized inventory to do a man's sized job.

The Miraculous City

The New York City Golden Jubilee will soon be celebrated with pomp and ceremony. Since Mr. Grover Whalen will direct this celebration, it is only fit and proper that the perfume and

cosmetic industry will be asked to play a part.

The part this industry may play in the centennial led us to considering the really remarkable growth in the manufacture of perfumes and cosmetics which has taken place, during the last quarter century, in New York City. Never before, in world history, has there been so favorable an environment for these products of a cultural life. In the number of manufacturers, in the diversification of products and companies, in total wealth produced, no city in all time has equalled this record of the Queen of the Empire State.

It occurred to us that perhaps Professor Toynbee, who has recently written a remarkable history analyzing the reasons for the rise and decline of great nations and cities, might have a clue to explain the reasons why New York City has provided such a favorable environment for this luxuriant growth of perfume and cosmetic production. Employing his procedure, we might reason thus:

Climate and soil have been two primary factors in determining the wealth of nations. It must be agreed that New York City has been favored above most, if not all other cities, in having an equitable, delightful climate. It is true that there are sometimes a few days somewhat too cold in winter and a few too warm in summer. But proof of a superior climate can be quickly obtained by asking any resident.

A friend of ours, who is a geographer, that is he sells geography books to schools, assures us that there are three spots in the United States with ideal climate. Of these, he states that New York City is easily first. Another friend, Andre Firminich of Geneva, Switzerland, who has travelled the world and regularly visited this city for the last twenty years tells us that New York has "bubbles in the air" a phrase which always exhilarates us for the rest of the day.

About fifteen years ago Mr. Adolph Koster came to this country to establish his beeswax bleachery. He assured us that he covered the entire eastern seaboard searching for a location with maximum sunlight and finally found this place at Sayville, Long Island, a spot under the left wing of this city. So, it must be admitted that in this first historical factor in favoring the growth of power and wealth, New York City has great advantages.

Soil usually accompanies climate as the environment of wealth. It must be admitted at once that New York City has very little soil. There are reports that some may be seen in certain areas of Brooklyn and there is talk of preserving this as an educational project for children. The truth is New York City does not need any soil. If it did, many of its citizens, inspired by its mayor, could manufacture unlimited amounts of a very superior quality.

This city is a seaport—an advantage and a stimulus all through history. The cultural effect of this open-door to all the world may be seen in part, in our own industry. Our French cousins, finding New York City so much to their liking, and having themselves an equisite appreciation of urban perfection, have provided a stimulation in creative art which has enormously benefited the industry.

New York City cannot claim a common border with a barbarian state, which so often in history has forced a degree of energy and alertness on a great nation. But New York has possessed these qualities of energy and alertness to an unusual degree. Perhaps, lacking any other explanation and with the latitude often allowed to historians, we may with obvious reluctance designate New Jersey for this purpose.

So far as a rich and fertile province extending beyond the city goes, New York City has this in abundance. The tillers of the soil and the artisans of this vast area have always been delighted to exchange the products of their daily toil for the artistic and cultural products of the great city.

Yes, New York is the miraculous city. Little wonder that this favored and enchanted isle should prove so fertile in spawning a perfume and cosmetic industry that is the wonder and envy of the world. How fitting that a Golden Jubilee should tell this story!

Gold Plated Retailing

Californians have found something new to rave about. No longer do visiting salesmen from the coast waste time on the climate or other traditional California rallying points. They can talk about nothing now except the new store of I. Magnin in San Francisco.

This certainly must be a beautiful store, and we are well prepared to believe that both the store and the cosmetic department offer the most beautiful retail shopping facilities in America, if not in the world.

One thing that intrigues us, and we have never been able to discover how this particular bit of detection was carried out by the salesmen, is the report that in the ladies' rest room the faucets in the wash basins are gold plated.

Advertising Memos

Cutex nail brilliance in a newly designated bottle selling for twenty-five cents is now available, Northam Warren Corporation has announced.

The bottle is molded in a half circle with fluted sides that curve down from the neck to a broad, flat base, also new is the extended top of simulated Mother of Pearl which stems directly from the white plastic closure cap that facilitates the application of the polish.

Lever Brothers Company has appointed two agencies to handle the advertising for the two recently acquired products, Rayve Creme Shampoo and Hedy Wave Home Permanent.

Needham, Louis & Brorby of Chicago will handle Rayve Creme, and J. Walter Thompson of Chicago was named to handle Hedy Wave Home Permanent.

Gay Bandit, a lipstick in a long, slim ivory and gold case is announced by Dana Perfumes. The case has a plastic applicator with a gold colored cap. The lipstick comes in six shades and retails at $2, refills at 75 cents.

Almay, Inc., has added a hypoallergenic nail polish and remover to its cosmetic array for women sensitive to ordinary make-up. The nail polish has been prepared in eight shades corresponding with Almay lipstick and rouge, permitting a harmonious make-up for the allergic woman or the dermatitis sufferer.

Park & Tilford has introduced an attractive Winx mascara kit, containing tube of mascara and brush applicator, with a separate compartment for each. Kit is made of Vinyl plastic and retails for 25 cents.

John Hudson Moore, Inc., has brought out a one dollar utility package of Sportsman Shaving Lotion, in a simple throwaway bottle with no decorative after use. The 4-ounce container is flask shaped and packed in an attractive dark green folding carton.

Inspired by the Victorian reticule, D'Orsay's new Pursette is a drawstring bag containing a little jewel cut Intoxication flacon. The Pursette comes in two fabrics, black satin, for daytime and gold metallic cloth for evening priced at $3 dollars plus tax.

NEWS...

Pennock Heads T.G.A.

Charles A. Pennock, president of the Hudnut Sales Company, Inc., was elected president of the Toilet Goods Association at its annual convention May 18. Davis Factor of Max Factor

CHARLES A. PENNOCK

& Company was elected a vice-president, and Frank N. Langlois, of the Rexall Drug Company and Martin Revson Products Corporation were named directors.

Individuals re-elected were Norman F. Dahl, Prince Matchabelli, Inc., John A. Ewald of Avon-Allied Products, Inc., and H. J. Lehman of Wildroot Company, Inc., vice-president; Joseph Keho, Dorothy Gray, Ltd., secretary; Richard Stern, Ferd Mulhens, Inc., treasurer, and A. C. Burgund, Carr-Lowery Glass Company, Gerard J. Danco, Gerard J. Danco, Inc.; Jean Despres, Coty, Inc.; Herbert H. Harris, Parfums Charbert, and Ralph Lewis, Harriet Hubbard Ayer, Inc., directors.

Beardsley Elected Head of Proprietary Assn.

Walter R. Beardsley, president of Miles Laboratories, was elected president of the Proprietary Association of America at its recent meeting held in Atlantic City. Other officers elected are: First vice-president, Lupton Patten, Chattanooga Medicine Company; second vice-president, Edward T. T. Williams, Lambert Pharmacal Company; third vice-president, S. M. Rising, J. H. Guild Company; secretary-treasurer, A. K. Barta; members of executive committee for three years, Henry P. Bristol, Bristol-Myers Company, Stanley I. Clark, Sterling Drug, Inc., and Dr. R. P. Herwick, Whitehall Pharmacal Company; for two years, George McMillan, Bristol-Myers Company, for one year, Harry H. Hoyt, Carter Products, James P. Grove, Grove Laboratories. Retiring president Kenneth A. Bonham, Emerson Drug Company, was elected honorary vice-president, in addition to A. H. Diebold, American Home Products Company, and E. K. Hyde, Mentholatum Company.

White Joins Du Pont Aromatics

William T. White, Jr. has joined the metropolitan sales force of the aromatics division of E. I. duPont de Nemours & Company at 49 Worth St. Previously Mr. White has been with the duPont plant in Wilmington.

Ketchum Buys Wholesale Firm

Ketchum & Company, Inc., has acquired all the outstanding stock in the Averbeck Wholesale Drug Company of Youngstown, Ohio, according to an announcement by Harold M. Altshul, president of the New York firm.

The deal marks the first time the New York concern has extended its operations outside the Metropolitan New York, New Jersey, and Southern Connecticut areas.

Anna M. Hans, for many years manager for Averneck, continues in that capacity. L. C. Johnson remains as sales manager, and other executives likewise retain their positions.

Emmett M. Altshul, vice-president and treasurer of the New York Corporation, has been assigned as temporary resident manager in Youngstown, while J. O. Spies, secretary, assumes new duties as acting manager of the Ketchum branch.

Edmon Heads Naugatuck Aromatics

Appointment of Harold J. Edmon as manager of the Naugatuck Aromatics division, U. S. Rubber Company, has been made known. He succeeds M. G. Couderchet, who is returning to the staff of Bruno Court, Grasse, France, as sales manager.

Mr. Edmon has been manager of the Chicago branch of Naugatuck Aromatics since 1941, he has been with the division since 1933.

A native of Lebanon, Ohio, Mr. Edmon attended Purdue University.

Until 1934, Mr. Couderchet was export manager for Bruno Court. In that year, when Naugatuck Chemical division of U. S. Rubber was named U. S. representative for Bruno Court,

HAROLD EDMON

he came to this country to be sales-representative for Naugatuck Chemical. The division will continue as distributor of Bruno Court's line of essential oils and natural extractions.

Chem. Club Elections

F. E. Barrows was elected president of the Chemists Club of New York for 1948-49. R. P. Soule was elected vice-president for 1948-49 for non-resident vice president, W. B. Plummer, 1948-49; suburban vice-president P. K. Frolich, 1948-49; secretary, L. Van Doran, 1948-49; treasurer, L. Vandewater, 1948-49; for trustees, 3 year term from 1948-51, A. G. Syska, N. Littell, C. W. Force and C. R. Downs; for trustee, 2 year term, C. Dolmetsch, 1948-50.

Dr. Weidlein Awarded Medal

Dr. Edward R. Weidlein, director of the Mellon Institute at Pittsburgh, has been awarded the Priestley medal, one of the highest honors in American Chemistry, which is given by the American Chemical Society.

CARR-LOWREY GLASS CONTAINERS

CARR-LOWREY OPAL JARS

are the containers selected for many of America's most famous cosmetic and drug products. There is a reason for this preference.

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 500 FIFTH AVENUE • *Chicago Office:* 1502 MERCHANDISE MART

Cutter Drug Contamination

Cutter Laboratories, Berkeley, Cal., have discovered contamination in some of their glucose and dextrose solutions which are used for mass intravenous injection. Dr. R. K. Cutter, president of the company requests that hospitals and any others having any of Cutter's line of dextrose and other solutions for intravenous injection immediately return these to the Laboratories. Cutter is cooperating with the Food and Drug Administration and requests the assistance of all hospitals, health departments and distributors. Products involved are concentrated dextrose, distilled water, sodium citrate, normal saline solutions in 50 and 100 cc. bottles, as well as flasks supplied by Cutter for community blood and plasma banks.

Chemical Salesmens Golf Dates

The remaining golf dates for the Chemical Salesmens Association take place July 22 at The Knoll Golf Club, Boonton, N. J, August 18 at Pomonok Gold Club, Flushing, N. Y., and September 15 at Montclair Gold Club, Montclair, N. J.

Cincinnati Chem. Expands

Construction of a new two-story and basement administration and research center for Cincinnati Chemical Works, Inc., manufacturers of dyes and organic chemicals, on Laidlaw Ave., Cincinnati has been started. A total of 67,000 square feet will be included in the structure, which has been designed for the addition of a third floor.

Broadman Named VP of Heyden

Arthur R. Broadman has been elected assistant vice-president of Heyden Chemical Corporation it has been made known. In his new post Mr. Broadman will have charge of engineering for the entire corporation.

McCue Joins Polak & Schwarz

Raymond G. McCue, formerly of S. B. Penick & Company, has joined the sales staff of Polak & Schwarz, Inc.

Abbott Labs. Research Grants

Abbott Laboratories has awarded two research grants to the College of Medicine, University of Illinois, to support investigations under the direction of Dr. Milan V. Novak, head of the department of bacteriology and public health.

A grant of $4,500 will be used for the study of procedures and germicides in the preoperative preparation of the surgeon and patient. A grant of $2,850 will be used for the evaluation of particle size of penicillin procaine as related to effective blood levels in human patients.

van Ameringen Made Trustee

Moritz A. Dittmar, secretary of the Columbia University College of Pharmacy of the City of New York has announced the election of A. L. van Ameringen, president of van Ameringen-Haebler, Inc., to the Board of Trustees of the College of Pharmacy. The appointment is for a period of three years, commencing July 1, 1948.

"Au Revoir" say Mortimer Livingston of Millot's Parfums and president of De Boer & Livingston, and M. Jean Desprez, snapped boarding TWA plane for Paris.

Dr. Carlisle Addresses Missouri Drug & Chemical Assn.

Dr. James M. Carlisle, medical director of Merck & Company, Inc., was the guest speaker at the Associated Drug and Chemical Industries of Missouri luncheon meeting, June 9. Dr. Carlisle discussed "New Developments in Antibiotics."

W. D. Baker Resigns from Fougera

W. D. Baker, vice-president and treasurer of E. Fougera & Company, Inc., has resigned from the business because of ill health. Mr. Baker has been with the company for twenty years.

At the same time the company announced the election of the following officers: J. V. Powers, president and treasurer; Walter L. Post, vice-president and secretary; Frederick Ahders, assistant treasurer; G. B. Crane, assistant secretary.

Harry Firman, formerly president of the Red Hand Compositions Company, Inc., was elected to the board to replace Samuel J. Keeler who died in February and Frederick was named to replace Mr. Baker.

Russell Named Sales Mgr.

George F. Russell, for some time associated with Elizabeth Arden and Helena Rubenstein, has been appointed sales manager of W. F Zimmerman, Inc., 404 Fourth Ave., New York.

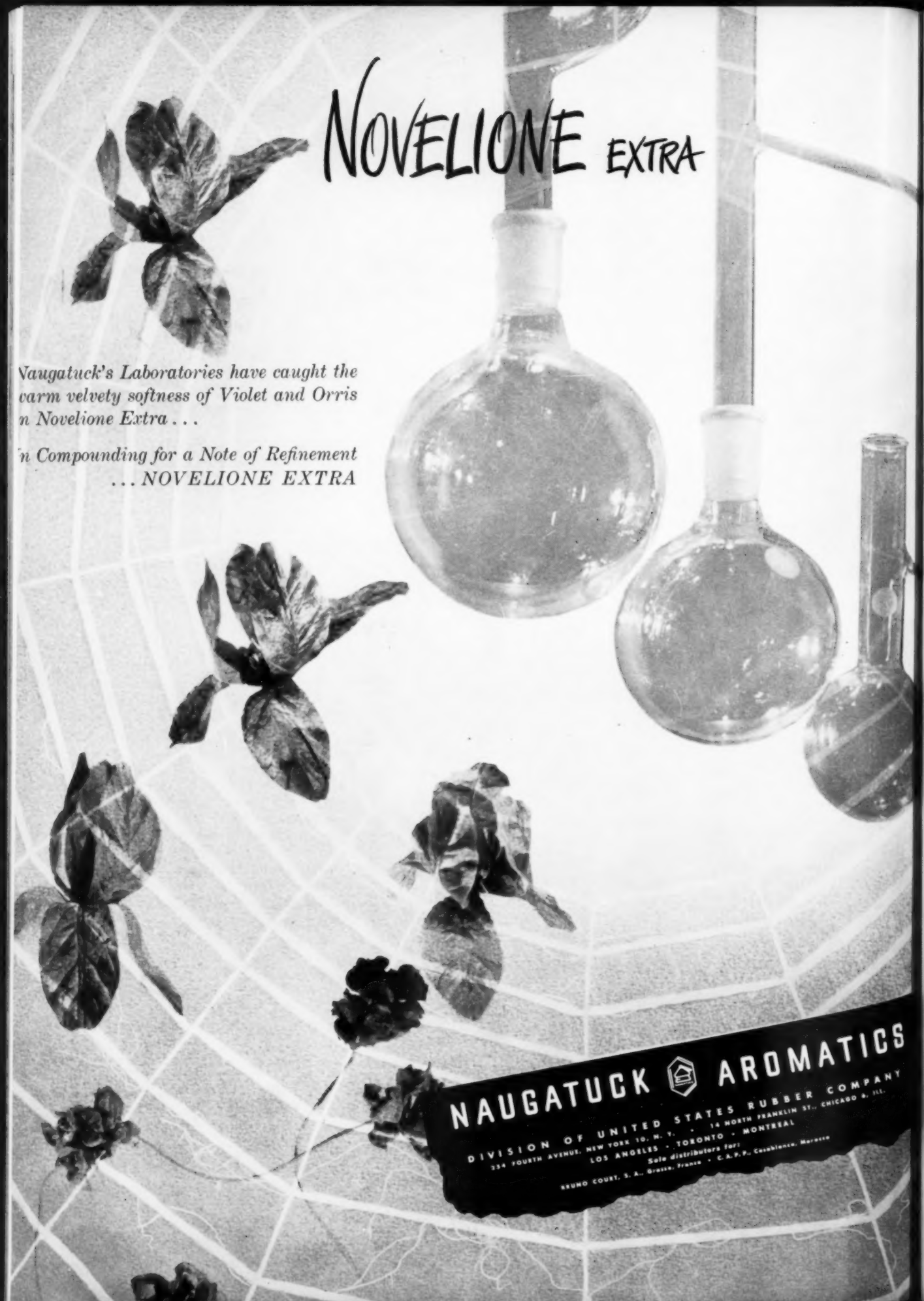
Pennsalt Appointments

John M. Davidson has been named Pittsburgh district sales representative for the special chemicals division of the Pennsylvania Salt Manufacturing Company. He fills the post formerly held by William J. Hennessy, now Pittsburgh district sales manager for the division.

William D. Wilson has been appointed as district sales representative in Northern New Jersey and New York City.

Kramer Heads APA in Philly

At the annual meeting of the Philadelphia branch of the American Pharmaceutical Association, John E. Kramer, registrar of the Philadelphia College of Pharmacy and Science, was elected president. Also elected were: Robert L. McNeil, Jr., of McNeil Laboratories, first vice-president; Paul M. Wilcox, Sharp and Dohme, second vice-president, and Harold Clymer, of Smith, Kline & French Laboratories, secretary-treasurer.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Naugatuck's Laboratories have caught the warm velvety softness of Violet and Orris in Novelione Extra . . .
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NAUGATUCK AROMATICS
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Kistler Joins Blaw-Knox

Chemical plants division of Blaw-Knox Company has announced the appointment of R. E. Kistler as sales engineer for its fats and oils department.

R. E. KISTLER

Previously Mr. Kistler was with Emery Industries, Inc., where he was manager in charge of their Ivorydale plant.

Givaudan Expansion

The erection of a two-story building having approximately 45,000 square feet of floor space, has been approved by the board of directors of Givaudan-Delawanna, Inc., and construction has begun.

The new building will be located on the site of the Givaudan plant at Delawanna, N. J., and will mainly house the perfume specialty department.

Wellenkamp Joins Verona Chem. Co.

C. K. Wellenkamp, vice-president and for 20 years general manager of the Aromatics division, General Drug Company, has announced his resignation to become associated with Verona Chemical Company, Newark, N. J., manufacturers of aromatic chemicals.

The Aromatics division of the General Drug Company has been sold to Verona Chemical Company, and operations will be conducted at 26 Verona Ave., Newark.

Joins Golwynne Chemicals

John V. Reilly has joined the Golwynne Chemicals Corporation. He formerly was sales manager for the Bendix Chemical Corporation.

O'Neil Named Mgr.

Masonite Corporation has appointed T. M. O'Neil of Clifton, N. J., formerly sales engineer for Heyden Chemical Corporation, manager of its newly organized chemical products division. Temporarily Mr. O'Neil will be stationed at the company's office in New York.

CIBS Luncheon

The Cosmetic Industry Buyers and Suppliers, held its last Spring luncheon meeting at the Little Venice Restaurant, June 10, no more are to be held until the Fall.

During the Summer months plans have been formulated for two golf outings, the first was held at the Montclair Golf Club June 16 and the second July 15 at the Seawane Golf Club, Hewitt, L. I.

Mallinckrodt Elects Doht, V. P.

Erwin H. Doht, associated with Mallinckrodt Chemical Works, St. Louis, since 1909, and general purchasing agent since 1945, has been elected a vice-president of the corporation. He will continue as general purchasing agent.

Acquire Rights to Colloid Mill

G. M. T. Colloid Mill Corporation, a wholly owned subsidiary of the Greenwich Machine & Tool Company, announces it has completed contractual arrangements with the Chemicolloid Laboratories, Inc. for sole manufacturing and sales rights of the Charlotte Colloid Mill. Executives offices will be at 30 Church Street, New York City, with branch sales offices located in Richmond Va.; Atlanta, Georgia; New Orleans, Louisiana; Minneapolis, Minnesota; Dallas, Texas; Akron and Cleveland, Ohio; Chicago, Illinois and Detroit, Michigan.

H. R. Stewart Made VP of World Labelers

At the annual meeting of the board of directors of the Economic Machinery Company, Worcester, Mass., Howard R. Stewart was elected vice-president.

H. R. STEWART

Andrew J. B. Adams was named general manager as well as treasurer of the company and his son Andrew J. Adams has been appointed assistant general manager.

Smith Named West Coast Rep.

Dillard M. Smith has been appointed West Coast representative of the cosmetic division of the Plume & Atwood Manufacturing Company, Waterbury,

DILLARD SMITH

Conn. Mr. Smith has long been associated with the company as West Coast representative for the company's brass division. Offices will be at 117 W. 9 St., Los Angeles.

Bims Golf Dates

Following the tournament June 22 that took place at Baltusrol, N. J., BIMS golf schedule include one August 10, at Winged Foot Golf Club, N. Y., and August 31, Wheatley Hills, L. I.

New Breon Secretary

J. Gill Jordan, president George A. Breon & Company has announced the election of C. B. Drolsbaugh, general sales manager, as secretary of the company. He will continue in charge of sales.

Mr. Drolsbaugh has been with Breon for the past twelve years, and has been general sales manager since 1942.

Teel Head Lilly International

Forrest Teel, formerly executive vice-president, has been elected president of Eli Lilly International Corporation.

Tribute to Pharmacists

A memorial "Dedicated to All Pharmacists Who Served in the Wars of our Country," consisting of a flag staff with a marble and granite base, located in the landscaped setting of the American Institute of Pharmacy Building, 2215 Constitution Ave., N. W., Washington, D. C., was presented to the American Pharmaceutical Association on May 7. The memorial was a gift of Dr. H. A. B. Dunning. Some 250 leaders from all branches of American pharmacy attended the dedication.

Dr. Kipnis Appointed Tech. Dir.

Dr. Frank Kipnis, formerly of the research staff of American Home Foods, Inc., has been appointed technical director of Oxford Products, Inc., Cleveland, and subsidiary companies, including Rhodes Pharmacal Company, Inc.

van Ameringen to Continue Seminar

The Columbia College of Pharmacy has announced that it will again conduct its Perfume Seminar under the direction of A. L. van Ameringen in the Fall session. The seminar consists of six weekly lectures and are scheduled for Wednesday evenings from 8:00 until 10:00 at the College of Pharmacy, 113 W. 68 St., New York, starting October 13.

Talc Plant Nearing Completion

Work on the new talc grinding plant being built by the Gouverneur Talc Company, subsidiary of the R. T. Vanderbilt Company of New York is being pushed through and it is expected to be operating about August 1.

Work on the plant was started last August and the building is almost completed and machinery foundations laid, with the installment of equipment under way. The finished plant will have the capacity of 250 tons daily.

Myers Named Plant Mgr.

H. D. McKay, chairman of the board, Prince Matchabelli, Inc., and also of Alfred D. McKelvy Company, Inc., announces the appointment of Harry B Myers to the position of plant manager at Bloomfield, N. J. Mr. Myers will be in charge of manufacturing operations of the two companies, succeeding F. X. Montbach, who recently resigned.

Appointed Mgr. of Market Research

Richard L. Hull has been appointed manager of the market research department of Smith Kline & French Laboratories. Mr. Hull was formerly a partner of Houser Associates, New York. During his association with this firm he conducted many opinion and market research surveys for industrial firms throughout the country.

Aromatic Products in New Building

Aromatic Products, Inc., has moved its executive, accounting and perfume laboratories to a new location at 18 Elmcroft Rd., Stamford, Conn. Sales offices will be continued at 15 E. 30th St., New York.

Wafer Elected V.P.

Joseph M. Wafer, general manager of the industrial chemical sales division, has been elected a vice-president and

JOSEPH M. WAFER

director of West Virginia Pulp and Paper Company.

Other changes in management effected at the same time include the advancement of Sidney M. Phelan, Jr., vice-president in charge of sales, to first vice-president, and of Lawrence Kavanagh, assistant treasurer to treasurer. David Graham, who had served as treasurer since 1945, resigned from the company to accept a position in another industry.

ADMA Golf Match Winners

Dr. R. M. Rice, Eli Lilly & Co., won the tournament low net at the annual meeting of the American Drug Manufacturers Association and won a leg on the president's trophy. Other prize winners were: John G. Searle, G. D. Searle & Co., qualifying low gross; Charles A. Dunning, Hynson, Westcott & Dunning, tournament low gross; first flight low gross Charles G. Predmore, Difco Laboratories; first low net, Stuart V. Smith, Wyeth, Inc.; second low net, George R. Cain, Abbott Laboratories; second flight low gross, Wesley Gilman, Wyeth, Inc.; first low net, F. P. O'Brien, G. D. Searle & Co.; second low net, Floyd Thayer, Abbott Laboratories; third flight low gross, W. L. Dempsey, Sharpe & Dohme; first low net, John G. Bill, Sharpe & Dohme; second low net, Luke S. Rhoem, the Dow Chemical Co.; fourth flight low gross, Kenneth Perry, Johnson & Johnson; first low net, A. J. W. LeBien, Eli Lilly & Co.; second low net, Dr. Irwin C. Winter, G. D. Searle & Co.; fifth flight low gross, Joseph Noh, Winthrop-Stearns; first low net, J. P. Folsom. Lederle Laboratories; second low net, G. P. Snow, Cutter Laboratories; sixth flight low gross, E. H. Volwiler, Abbott Laboratories; first low net, James Day, the Dow Chemical Co.; second low net, J. B. Fullerton, the Upjohn Company; seventh flight low gross, C. Pyle; first low net, P. Val Kolb, Winthrop-Stearns; second low net, Franklin D. Smith, Monsanto Chemical Co.; eighth flight low gross, Mrs. Charles G. Predmore; first low net, Mrs. James C. Chilcott; second low net, Mrs. Stuart V. Smith; longest drive, Joseph Fistere, Mallinckrodt Chemical Works; closest to the pin, Mrs. Lloyd I. Volckening; least putts, John F. Norton, the Upjohn Company; guest low gross, Harold C. Green, L. Sonneborn Sons; first low net, Lloyd I. Volckening, Ivers-Lee Co.; second low net, F. Dean Hildebrandt, McKesson & Robbins; third low net, Lee Klemmer, Modern Medicine.

Dr. Maurice L. Tainter, director, Sterling-Winthrop Research Institute (center) confers with speakers at opening session of Conference on Newer Synthetic Analgesics. Others in the group are: Dr. Raymond L. Bieter, University of Minnesota Medical School, (left), and Dr. Carl C. Pfeiffer, University of Illinois, College of Medicine.

Wolly Heads Southern Pharm. Inc.

Southern Pharmaceuticals, Inc., Atlanta, has announced the election of William J. Wolly as president. In the management setup, Mr. Wolly was appointed general sales manager.

WILLIAM J. WOLLY

Other officers chosen by the company's directors include Albert F. Morgenthaler, vice-president and director of research; Walter C. Davies, treasurer and chief control chemist; Joseph N. Sedor, secretary and production manager; Thomas Howard, chief accountant; T. T. Crews and C. C. Haffey as consultants and R. J. Reynolds, Jr., counsel.

Committee Named to Appoint DCAT Executives

Fred J. Stock of Chas. Pfizer & Company, chairman of the DCAT, at a recent meeting of the executive committee, announced the appointment of the following members to serve on the nominating committee, whose duty it will be to prepare a slate for the new executive committee to be elected at the Section's annual meeting at Shawnee in September. They are: Dr. Carle M. Bigelow, chairman, Calco Chemical division, American Cyanamid Company; Harold M. Altshul, Ketchum & Company, Inc.; Guy L. Marsters, Norwich Pharmacal Company; Victor E. Williams, Monsanto Chemical Company and Lloyd I. Volckening, The Ivers-Lee Company.

Kahn Establishes Own Firm

Gilbert B. Kahn for many years connected with the Consolidated Products Company, has set up his own organization for buying and selling and appraising machinery, equipment and complete plants in the chemical and allied industries. Offices and facilities are located at 75 West St., New York.

McNeil Heads ADMA

R. Lincoln McNeil, president and founder of McNeil Laboratories, Philadelphia, was elected president of the American Drug Manufacturers Association at the annual meeting held at Bretton Woods early this month. Other officers elected were: First vice-president, Carleton H. Palmer, chairman of the board, E. R. Squibb & Sons; second vice-president, John L. Smith, president, Chas. Pfizer & Co.; third vice president, Donald S. Gilmore, president, the Upjohn Company; executive vice-president, Carson P. Frailey; assistant to the executive vice-president, Karl Bambach; treasurer, M. C. Eaton, president, Norwich Pharmacal Company; general council, Leslie D. Harrop, the Upjohn Company. Additions to the executive committee are: Francis Boyer, Smith, Kline & French Laboratories, and Dr. Robert K. Cutter, Cutter Laboratories.

Smith-Dorsey Research Grant

The Smith-Dorsey Company has announced a four thousand dollar research grant to the University of Nebraska Foundation. A study will be conducted by Dr. Ruth M. Leverton, nationally known authority in the field of nutrition research and director of nutrition research at the Nebraska College of Agriculture. Dr. Leverton will be assisted by G. R. Underwood, M. D., and F. S. Bukey, Ph. D.

Purpose of the study, is to determine the comparative adsorption from the intestinal tract of different iron containing compounds and their efficacy in hemoglobin regeneration.

Officers of T.G.A. Scientific Section

Along with the other elections that took place at the Waldorf-Astoria

DR. E. G. McDONOUGH

Hotel in New York on May 20, at the Toilet Goods Convention, was the election of the officers of the Association's scientific section, shown here are Dr. E. G. McDonough named chairman and Harold Goulden, secretary of the section. Edward P. Morrish of Jacqueline Cochran, Inc., was elected vice-president of the section.

HAROLD GOULDEN

Hindle Visits Canada

John Leslie Hindle, managing director of Standard Synthetics, Ltd., Barnes, London, England, has been spending the past several weeks in Canada visiting the Canadian International Trade Fair in Toronto, and renewing contacts in that city and Montreal.

Pellene Joins Private Label

Adrian Pellene has joined the Private Label Cosmetic Company, manufacturers of lipstick and make-up products.

Mr. Pellene has been a familiar figure in the industry for forty years having started with Pinaud in Paris. For the past six years he has been associated with Evans Chemetics.

Sibley Honored by University

Robert L. Sibley, general manager of the rubber service department at the Monsanto Chemical Company plant at Nitro, W. Va., received an honorary degree of Doctor of Science, May 23 from Clark University at Worcester, Mass.

Miller Joins Stauffer

Harry J. Miller, formerly of the Goodyear Tire and Rubber Company, has joined the sales staff of the Stauffer Chemical Company, 420 Lexington Ave., New York, as field representative.

Hoge In New Post

James F. Hoge has been appointed chairman of the lawyer's advisory committee of the U. S. Trade-Mark Association. He is also general counsel for the Proprietary Association and the American Foundation for Pharmaceutical Education.

Here is CONTROL in Mixing

Mr. I. Gilbert, of the Parker-Herbex Corp., Long Island City, N.Y., pours mineral oil into an AMF Glen "160" Mixer. The variable speed control makes it possible to mix the variety of emulsions used in the preparation of Parker-Herbex Hair Products.

GLEN "160" MIXERS

PARKER-HERBEX, manufacturers of hair preparations, depend upon the Glen "160" Mixer to produce fine quality emulsions requiring absolute control in their compounding.

The finger-tip Variable Speed Control permits "in-between" speeds...not just three or four fixed speeds. Powerful drive, for economy, interchangeable beaters for flexibility, and interchangeable bowls that can be pre-loaded for practically continuous mixing makes the AMF Glen Mixer easily adaptable for mixing everything from light foam latex to heavy abrasive paste.

Steam-jacketed bowls, completely covered bowls for dust control, as well as other accessories are available.

MEETS EVERY UNLOADING REQUIREMENT

1—AMF Glen Bowl Unloader raises bowl, automatically tilts and pours its contents at a controlled rate of flow.

2—A special bowl tilting truck is available to pour the contents through a hole in the floor to a depositor below.

3—A gate can be provided on the bottom of the bowl for discharging contents onto a continuous conveyor belt.

***AMF GLEN MIXERS** are available in 120, 160 and 340-quart capacities. For complete information and specifications, write American Machine & Foundry Company, 485 Fifth Ave., New York 17, N.Y. Ask for DM-302.*

GLEN *Industrial* MIXERS

Tagliabue Corp. Moves

The J. C. Tagliabue Corporation, N. J., formerly the C. J. Tagiabue Manufacturing Company, has moved its offices and production facilities to 614 Frelinghuysen Ave., Newark 5, N. J.

Smith Victory Acquires Rosenfeld Perfume Lines

Smith Victory Corporation of Buffalo, N. Y., has acquired the selling rights to the Worth, Suzanne and Vigny perfume lines from Al Rosenfeld, Inc.

Howard T. Saperston, president of Smith Victory Corporation will be the president of the combined operations. He will be assisted by George A. Stevens as executive vice president and general manager and S. Theodore Lande as vice-president and sales manager.

Headquarters for distribution of the perfume line will remain at 9 E. 38th St., New York.

J. J. Kerrigan, Jr. Married

James J. Kerrigan, Jr., son of James J. Kerrigan, vice-president of Merck & Co., was married May 29, at Cleveland, to Margaret Hughes Merkle, daughter of Mr. and Mrs. Edward Brooke Merkle.

New Sales Rep. for Knox Glass

Paul J. Burgun has been named sales representative for the Southern Ohio and Eastern Indiana territory of Knox Glass Associates, Inc., with sales office at 74 East Gay St., Suite 240, Columbus, Ohio.

To Handle Fisher Brush Mach. Sales

Charles M. Zust has been elected a director of Fisher Brush Machinery Corporation of Baltimore. The New

CHARLES M. ZUST

York industrial cons itant firm of Charles M. Zust Company has taken over the entire sales function, domestic and export, for the Fisher Brush Machinery Corporation. Kenneth Cartier, formerly of duPont Corporation will head the new division.

Carosanti, Inc. Formed

Roberto de Carosanti has been named president of Carosanti, Inc., a new corporation which will manufacture perfume and men's toiletries.

Located at 2636 La Cieniga Blvd., the company expects to begin distribution on a national scale late this summer. In addition to Mr. Carosanti, other officers of the firm include Kenneth D. Pardee, vice-president and A. J. Guerin, secretary and treasurer.

Division managers of Abbott Laboratories at a sales conference held at Chicago. Standing, left to right are: T. E. Braden, Kansas City; H. S. Wilkinson, North Chicago; H. C. Harris, New York. Seated: J. F. Richmond, Baltimore; H. C. Clauson, Cincinnati; George Epstein, Chicago, and M. D. Wilkenson, Atlanta.

New Paisley Technical Dir.

Murray Stempel, vice-president and general manager, Paisley Products, Inc., has announced the appointment of Sam Schuller as technical director of the firm's combined operations. Prior to his promotion Mr. Schuller served as chief chemist of the Paisley Chicago laboratories.

SPI Annual Meeting

New officers and directors of the Society of the Plastics Industry were elected at the Society's annual meeting at Atlantic City to serve until June 1949.

Re-elected were chairman of the board, Neil O. Broderson, Rochester Button Company; president, George H. Clark of Formica Insulation Company; vice-president, Gordon Brown of Bakelite Corporation; and secretary Norman Anderson of General Molded Products Corporation. J J. B. Fulenwider of Hercules Powder Company was the newly elected treasurer.

Nalco Ion Exchange Booklet

National Aluminate Corporation, 6220 W. 66 Place, Chicago 38, has issued a new booklet on ion exchange materials, principles, properties and uses. Copies of the Nalco booklet can be secured on request to the National Aluminate Corporation.

Hotchkiss Named Factory Manager

Lawrence W. Hotchkiss, manager of the cosmetic division of Plume & Atwood Manufacturing Company, Waterbury, Conn., has been named factory manager of the company's entire Waterbury plant. Mr. Hotchkiss joined Plume & Atwood in 1914 as purchasing agent.

McCarthy in New Post

The Vick Chemical Company has elected D. F. McCarthy to the newly created position of manager of international service. P. J. Morris was appointed to succeed Mr. McCarthy as international production manager, and T. J. Raineri was named traffic manager.

Kay Appointed Gen. Sales Mgr.

Daniel F. Kay has been appointed general sales manager of Northeastern Plastics, Inc., 588 Commonwealth Ave., Boston. He will manage all sales and plans to expand the number of sales representatives of the company. Mr. Kay was formerly associated with the A. J. Siris Products Corporation, N. Y.

Johnson Joins Malmstrom

N. I. Malmstrom & Company, New York announces the appointment of James L. Johnson to its sales staff in Chicago.

JAMES L. JOHNSON

Mr. Johnson, who is secretary of the Chicago Perfumery, Soap and Extract Association, was formerly purchasing agent for G. Barr & Company, Inc.

Killheffer Heads SOCMA

E. H. Killheffer, of E. I. duPont de Nemours & Company was elected president of the Synthetic Organic Chemical Manufacturers Association at the annual spring outing held at Shawnee Inn, Shawnee-on-Delaware, Pa., on May 25 to 27. He will finish out the balance of the term of the late Ralph E. Dorland.

Two vacancies on the board were filled by J. P. Remensnyder, of Heyden Chemical Corporation, and V. E. Williams, of Monsanto Chemical Company.

Lahny Joins Colloid Mill Corp.

Peter J. Lahny has resigned his position as general manager of American Scientific Instruments Company, and Donald Daniels & Company, Inc., to accept the position of vice-president and general manager of Colloid Mill Corporation, 30 Church St., New York, a division of the Greenwich Machine & Tool Company.

Breon Enlarges San Francisco Branch

Space and personnel of the San Francisco shipping office of George A. Breon & Company have been increased as a means of improving service to the states of Arizona, California, Nevada, Utah, Oregon and Washington. The office remains at 349 9 St., San Francisco, and Lee Ronald continues as manager. The company has closed the Seattle branch.

SKF Changes

Among the changes recently made in the manufacturing division of Smith, Kline & French Laboratories it has been made known that Alfred J. D'Angelo, formerly assistant plant manager has been named plant manager.

The chemical and pharmaceutical manufacturing departments have been consolidated as the processing department under the direction of Charles W. Head. C. M. Mitchell, Jr., formerly with Wyeth, Inc., has succeeded Mr. Head as chief analytical chemist.

Dr. Harlan L. Tuthill has been named technical director of the manufacturing division and the packaging, addressographing and planning sections are being consolidated into the packaging and planning department under the direction of Roy S. Vogt.

Also, Dr. Maurice L. Moore, director of the research laboratories, announces that Dr. George H. Connitt is now in charge of the chemical development section.

New Squibb Plant

An extensive modernization program that consolidated two eight story buildings into one large unit of 500,000 square feet for laboratory, manufacturing, office and storage space has been completed by E. R. Squibb & Sons at 3214 Northern Blvd., Long Island City, N. Y.

The project was undertaken to house certain of the manufacturing, packaging and administrative operations of the Squibb organization.

Fruit & Syrup Mfrs. Elect

At the thirty-first annual meeting at the Pennsylvania Hotel, New York, May 27, the Fruit and Syrup Manufacturers Association again chose Ira S. Brightman for president. Mr. Brightman is executive vice-president of H. Baron & Company, Inc.

Other re-elected officers are vice-president A. C. Beall of C. M. Pitt & Sons Company; secretary-treasurer, Fred W. Hewitt, of Richardson Corporation, Rochester, N. Y.; and corresponding secretary, John S. Hall, of Hickey & Hall, Chicago.

Glyco Booklet

How It's Chlorinated is the title of a four page booklet that is ready for free distribution by the Glyco Products Company of Brooklyn, N. Y., and Natrium, W. Va.

Dr. Stonehill Named Dir. of Research

H. J. Henry, president of Tek Hughes, Inc., has announced the appointment of Dr. A. A. Stonehill as director of research and quality control for the company.

DR. A. A. STONEHILL

Mr. Stonehill was formerly with Johnson & Johnson and more recently has been director of pharmaceutical research for that corporation.

Freeport Sulphur Elects Shirley VP

R. Kirby Shirley has been elected executive vice-president of Freeport Sulphur Company by the board of directors, and Pearson E. Neaman vice-president and counsel, Langbourne M. Williams, Jr., president has announced.

Ralph Evans Daughter Marries

Miss Nancy Elizabeth Evans, daughter of Mr. and Mrs. Ralph L. Evans, was married June 12, to John Edward Burden, Jr. at Islip, N. Y.

Gamble-Skogmo Changes

Reorganization of the merchandising division of Gamble-Skogmo, Inc., and realignment of hard and soft lines merchandising groups has been announced by B. G. Gamble, chairman of the board.

Heading both hard and soft lines as merchandising director will be E. C. Pennock, recently elected vice-president and a director. Assistant to Mr. Pennock will be A. G. Johnson, who will supervise all merchandise controls.

Director of hard lines merchandising will be George Anderson and Woodrow W. Patton has been assistant to him.

A new director for soft lines merchandising is soon to be announced. Tim Espe has been appointed assistant director.

G.A. Mills as source relations manager for the company has also been announced.

Consulting Labs Formed

The Central Consulting Laboratories located at 16 Clinton St., Brooklyn 2, N. Y., has been established to offer services to the food, drug and cosmetic industries.

The laboratories are directed by A. A. Mabardie, who was food chemist for the General Desserts Corporation.

Hiler With Commonwealth Eng.

The Commonwealth Engineering Company of Ohio, research organization with laboratories at Datyon has made known the appointment of Malvern J. Hiler as vice-president in charge of customer relations.

Mr. Hiler formerly had spent five years with Sharples Chemicals, Inc., and in 1946 joined the Stepan Chemical Company as director of research and chemical development.

Hilton-Davis Start Expansion

Construction has been started on a $900,000 expansion program at the Hilton-Davis Chemical Company plant at Cincinnati. Existing facilities will be increased with the addition of 34,000 square feet of floor space.

Named Sales Mgr. of Thompson, Inc.

Gustave Bardfeld has been appointed national sales manager for Marvin R. Thompson, Inc., Stamford, Conn.

Mr. Bardfeld formerly was associated with Eli Lilly in the capacity of special representative from 1931-1946.

Becker With MM&R 30 Years

Henry J. Becker has celebrated the thirtieth anniversary of his association with Magnus, Mabee & Reynard, Inc. He has been the company's sales representative in Indiana, Southern Illinois, Western Kentucky and Southern Ohio during all that period.

White Metal Names Eastern Rep.

White Metal Manufacturing Company, Hoboken, N. J., manufacturers of collapsible tubes, has appointed Cutler Chemical Company, 1701 Walnut St., Philadelphia, as its exclusive representative in Eastern Pennsylvania, Delaware and Maryland.

Givaudan Catalogue

A new 24 page catalogue, listing and describing a large group of flavors, has been issued by Givaudan-Delawanna, Inc., 330 W. 42nd St., New York. According to the introductory note, the products listed in the catalogue have been developed for the specific purpose for which they are recommended. Prices, recommended concentrations, and other information are given in the booklet.

White Metal Names Coast Rep.

White Metal Manufacturing Company, Hoboken, N J., has appointed H. J. Fouts & Company, 6253 Hollywood Blvd., Los Angeles 28, as its representative for the state of California, according to Stanley M. Rumbough, Jr., director of sales.

H. E. Sayles

Harvey E. Sayles, chief chemist of the S. E. Massengill Company in charge of the control laboratory, died May 27. He had been an employee of the company for sixteen years.

He was educated at the University of Michigan, College of Pharmacy, and at the Davey Institute at Kent, Ohio. During World War I he served for a year and a half in the Navy.

Surviving are his wife, Irene, a daughter and a son.

Z. C. Patten

Zeboim Charles Patten, 73, died at his home in Chattanooga, Tenn.

Mr. Patten had been ill for a number of years, but had carried on his many business enterprises with but slight interruption. He was chairman of the board of directors of the Chattanooga Medicine Company and had been active for a good many years in the Proprietary Association.

Dr. Mattiello

Dr. Joseph J. Mattiello, 48, a vice-president and technical director of the Hilo Varnish Corporation, died May 16 in his home at 536A Fifth St., Bklyn.

Dr. Mattiello obtained his doctor's degree in organic chemistry from Columbia University in 1936.

Harold N. Elterich

Harold N. Elterich, advertising manager of the International division of Bristol-Myers Company died suddenly June 1, at Montclair, N. J. He was 53 years old.

Mr. Elterich was born in Chefoo, China. From 1917 to 1920 he served as Vice Consul at the American Consulate at Chefoo. Leaving China in 1921, he became assistant export sales manager of H. J. Heinz Company. From 1925 to 1928 he was export sales manager of the Kraft Cheese Company.

In 1937 Mr. Elterich established his own advertising agency with offices in New York, Paris and London. With the beginning of World War II, he became associated with the Coordinator of Inter-American Affairs at Washington. In 1943 he became vice-president in charge of the International division of Grant Advertising Agency, and in 1946 he joined Bristol-Myers Company.

He leaves a widow and two daughters, Jean and Betty.

Horace N. Taylor

Horace N. Taylor, Jr., assistant merchandising manager of Dodge & Olcott, Inc., was killed as a result of a train accident as the train on which he was riding entered the Harrison, N. Y., station. He was 31 years old.

Mr. Taylor was a graduate of Yale University and served in World War II as a second lieutenant in the Fourteenth Armored Division. He is survived by his parents, wife and three daughters.

Albert C. Funk

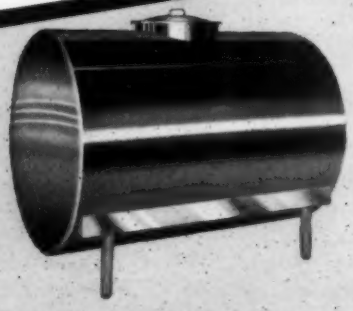
Albert C. Funk active for over 35 years in the adhesive industry died May 24. Mr. Funk was born in Hagerstown, Md., in 1881, he joined the National Gum and Mica Company, a predecessor company to National Starch Products in 1911 and served in various capacities. During his years of service, he was instrumental in many progressive steps made by the adhesive industry, and also had been a director of many trade organizations allied to the food and packaging industries.

Wilton H. Gage

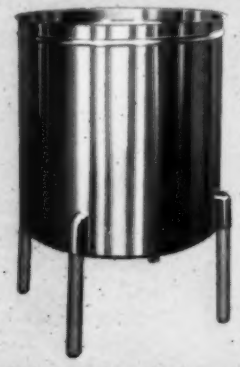
Wilton H Gage, eighty-five, active in the glue industry throughout his life, died at his home in St. Louis.

He was born in Rochester, N. Y. In 1913 he founded the W. H. Gage Glue Company of St. Louis and until recently maintained an active interest in its management. He leaves a wife, and two sons, Chester A. Gage, vice-president of National Starch Products, Inc., and Leslie F. Gage.

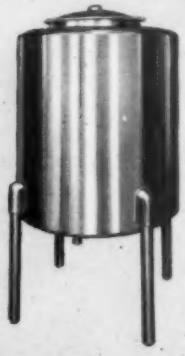
All the Requirements FOR LIQUID PROCESSING



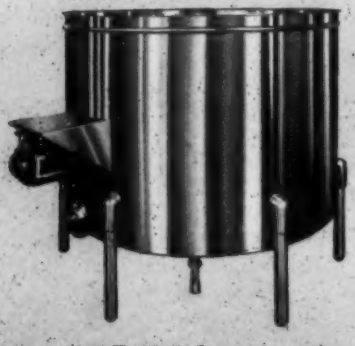
TYPE "H." A mixing or storage tank recommended for low headroom installations.



TYPE "J." A modern design open-top San-I-Tank.



TYPE "K." Closed top tank for mixing or storage.



TYPE "L." Large capacity and low sides for shoulder height operation.

TYPE HALF ROUND. An ideal storage vat for processing liquids or foods.

STOCK POTS. Sturdy, stainless steel utility pots.

are in STAINLESS STEEL SAN-I-TANKS

- A COMPLETE LINE
- STREAMLINED DESIGN
- PRACTICAL CONSTRUCTION
- EASY OPERATING
- SELF DRAINING
- LOW COST

Send today for your free copy of Bulletin SS-48. Contains full information, specifications and data on Single Shell SAN-I-TANKS.

Thousands of industries throughout the world are using SAN-I-TANKS to meet their liquid processing requirements. Whether the operation is mixing, blending or storage . . . in tank capacities from five to 5,000 gallons . . . there's a SAN-I-TANK to handle the job.

Experience gained through many years in the tank fabricating industry has resulted in a complete line of modern SAN-I-TANKS. Durable, stainless steel construction assures long-term service and top operating efficiency that meets every sanitary requirements.

SAN-I-TANKS also feature a full line of accessories including motor-driven agitators, sanitary flush valves, faucets and covers.

For liquid processing equipment that meets your exact requirements check with SAN-I-TANK first!

STAINLESS STEEL SAN-I-TANKS

SERVING THESE INDUSTRIES: BEVERAGE • MILK • FOOD • DRUGS • CHEMICALS • COSMETICS

METAL GLASS PRODUCTS COMPANY

GENERAL OFFICES BELDING 2, MICHIGAN

Production Forum

By FRANCIS CHILSON
Industrial Consultant

Combatting Communism

Advertising agents have long known and constantly practice in propaganda that insinuations, evasions or exaggerations are more effective than telling the blunt truth. Truth has inherently a mathematical exactness. A thing is true or it isn't.

The communists fully understand the power of insinuation. Their propaganda is full of inuendos, distortions and outright lies. Every means of expression; every means of communication is used as a vehicle for one or another kind of communistic propaganda, and this propaganda is not spread by Russia alone but emanates from all the cancer cells of communism throughout the world.

It seems to me that business men have been very remiss in combatting communism. We have left the fight pretty much to the politicians, the newspapers, the news services and the radio. Business men have remained negligently passive while the communist cancer cells in our own country have used the radio, the newspapers, the motion pictures, the fiction magazines, speeches, fraternal organizations, direct mail of all sorts, and every other possible means of spreading their fallacious and dangerous doctrine among our people.

Each one of us should constitute himself a committee of one to fight communism with all the tools at his command. Sponsored radio programs could be "slanted" to support capitalism and to expose the lies of communism. Newspaper and magazine advertising; direct mail; employees' pay envelopes; house organs; letters to employees, salesmen, etc.; even circulars enclosed with packaged products and shipping cases could all be used as instruments of education, to support the institutions that make this country great.

What is wrong with using the backs of pay checks to tell your employees what they would receive in real goods for similar work in Russia? Your plant and office bulletin boards should be posted at least weekly—if not daily—with a series of snappy messages exposing communism for what it is and comparing the benefits conferred by capitalism. At least one program on your plant music system should contain a brief message to sustain your workers' faith in the institutions under which most of them have been nurtured.

We do not have to worry too much about higher salaried workers, most of whom are fairly well read and have common sense enough to draw correct conclusions. But the cancer of communism is spreading among ordinary workers in offices and factories.

We can't sit complacently idle and assume it can't happen here. Unless I am very much mistaken, Henry Wallace, through red and pink support, will get a share of the popular vote that will knock your hat off, especially in the East and in the big cities. His vote will be a measure of the degree to which our workers have absorbed the poison of communism.

The General Store

It is evident that the old fashioned general store is coming back with a bang. It is streamlined and modern to the *nth* degree and there are no cracker barrels and no garboons around the stove for the loafers to shoot tobacco juice at.

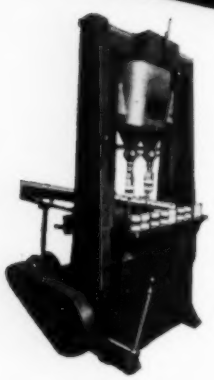
If for no other reason, the increasing difficulties of parking will force all stores to sell a greater variety of merchandise. For years now drug stores have been selling an ever increasingly wider range of goods. Now the grocery stores are doing the same thing and are cutting in on the drug store business. D. S. Frost of Bristol-Myers recently pointed out that groceries are now selling 11 per cent of the dentifrices and 8 per cent of the hand preparations. Some grocery chains have installed professional pharmacists to run their drug divisions. The time may not be far off when

US

Manufactures Machines For

NET WEIGHING
GROSS WEIGHING
PACKING
PACKAGE FORMING & FILLING
CARTONING
CARTON SEALING
CARTON LINING
CARTON WRAPPING
PAPER BOX FORMING
PAPER BOX COLLAPSING

. . . they chose US



Model MH "BOND"
Semi-Automatic
TWIN STATION
FILLING MACHINE

The makers of the products illustrated, old-timers in the powder-packing field, chose the Model MH Bond Semi-Automatic Twin Station Filling Machine several years ago. Today they are still enthused with its versatility in handling varying-sized containers and widely different materials, with its speed and accuracy in filling cans, jars, cartons and shallow boxes. It is the ideal machine to volume-fill, gross-weigh or pack talcum powder, face powder and other types of cosmetic powders, as well as dry pharmaceuticals, ground spices, cocoa, flour and other fine powdered materials. What's more, with the MH Bond a single operator can fill up to 40 containers per minute with the closest accuracy. If you package cosmetics, drugs, chemicals, *in fact powders of any kind in any type of container,* it will pay you to get in touch with **US.**

NET & GROSS WEIGHING · PACKAGE FORMING & FILLING · CARTONING SEALING LINING WRAPPING · PAPER BOX FORMING & COLLAPSING

US Automatic Box Machinery Co., Inc.

45 ARBORETUM ROAD, BOSTON 31, MASS.

OWNING AND OPERATING NATIONAL PACKAGING MACHINERY CO. · CARTONING MACHINERY CORP.

Branch Offices NEW YORK · CLEVELAND · CHICAGO · LOS ANGELES (KRUCH EQUIPMENT & SUPPLY CO.)

women everywhere will be able to get prescriptions filled while buying meat and groceries in the same store. In Southern California and in Florida there are already many stores that sell groceries, meat, drugs, household supplies, hardware and incidental household sundries.

It seems to me that the trend is inevitable. Nobody likes waiting. When a woman is obliged to visit several stores to do her shopping, as she has to do in most communities now, she can expect to kill at least a half a day. If she has to move her car in going from store to store, she changes her parking place and loses time hunting for another one. When she gets into the next store she loses more time waiting to be waited on. This is especially true at week-ends when housewives do most of their shopping. To me, shopping is a time consuming, detestable chore. But I occasionally have to do it, so I know how much time is wasted. When I am at my farm, however, I do the shopping as a matter of course at our general stores whenever I go to town. I can go into one of them and be out again in 15 minutes with a load of groceries, meat, vegetables, drugs, tobacco, paint, tools and sundries.

Women like to save money and they like to save time. It has been my observation that wherever a store gives them this opportunity, that store gets a major portion of the business of the community.

The retail druggists of this country cannot stand at the shore of an irresistible tide and command it, as King Canute did the ocean, to stand still. If the grocers are going to horn in on their business, drug stores are going to be forced by economic circumstances to carve out a bigger slice of the food business.

Ampule Manufacture

The other day I went into the toilet of my club and I couldn't help but reflect what a wonderful ampule manufacturing room it would make. This toilet is immaculately clean. The side walls are finished all the way to the ceiling with large white glass panels. The stalls are made of heavy black glass (Herculite) and the stall doors are made of red plastic. The floor is finished in white tile. The entire room is designed to eliminate corners and also to minimize interstices between wall panels where dust or germs might lodge.

I couldn't help but reflect upon an experience I had had some years ago where I wished to create for an important manufacturer in the industry, an ampule room that would be second to none. It was to have been a room without corners or interstices. There were to have been no suspended lighting fixtures and no corners on or under work benches, where foreign matter might lodge. In short, I wanted to make it as clean and as attractive and as dust and germ proof as the toilet in my club, but I got turned down because the cost of doing the job would have been $6,000.00 more than doing it with conventional tile laid up in cement, and with conventional work benches.

I couldn't help but reflect that if my club had a toilet as disorderly and as dirty as *some* of the ampule rooms I've been in, there would be hell to pay. The House Committee would have a riot on its hands.

I wonder why we are so careful of the toilets in our clubs and so careless of the ampule rooms, with which we make a lot of money, and, which really should be operated in as nearly sterile a manner as possible?

On The Job

One of the best ways to persuade workers to remain on the job during the negotiation of a new contract, according to the Labor Relations Institute, New York, is for the employer to emphasize how much a stoppage will cost the workers in terms of wages lost. For example, if the difference between the amount of increase demanded by the union and the amount offered by the company is only one cent per hour, an employee who earns seventy-five cents an hour will have to work seventy-five hours for every hour he stayed out on strike, in order to make up lost time.

A table published by the Institute shows how long employees must work in order to make up lost time, depending on the amount of increase granted. For instance, a strike that lasts five days and results in a five per cent increase will take the worker twenty weeks to make up, while a four-week strike, followed by a seven and a half per cent rise in pay, will take sixty weeks—two months beyond the life of a one year contract!

Readers who wish a copy of this table may obtain one free of charge by writing to the Labor Relations Institute, 1776 Broadway, New York 19.

Shipping Damage Due to Poor Loading

Failure to cover floor racks when shipping fibre boxes in refrigerator cars is an important factor contributing to the high rate of damage occurring to packaged freight moving by rail. This was revealed in one of a series of articles along with documentary photographs on losses suffered through careless handling of shipping containers released by the Shipping Container Institute.

The survey was made of actual conditions found in some 700 freight cars which have been inspected as part of the Institute's nation-wide inspection of shipping practices during the life cycle of over 860,000 fibre shipping containers.

Either because of the perishable nature of the commodity, or because of the freight car shortage, which forces the shipper to use whatever type care is available, it is frequently necessary for corrugated fibreboard boxes to be loaded in refrigerator cars equipped with floor racks. When this occurs, the shipper should see to it that the racks are covered with sheets of corrugated board or flattened boxes. If this is not done, the cartons will not only be dented and creased by the open racks, but are very apt to wedge in the spaces between slats and cause considerable damage when the load shifts during transit.

Weak and insufficient bracing, along with total lack of bracing and partitioning in stop-over cars are also

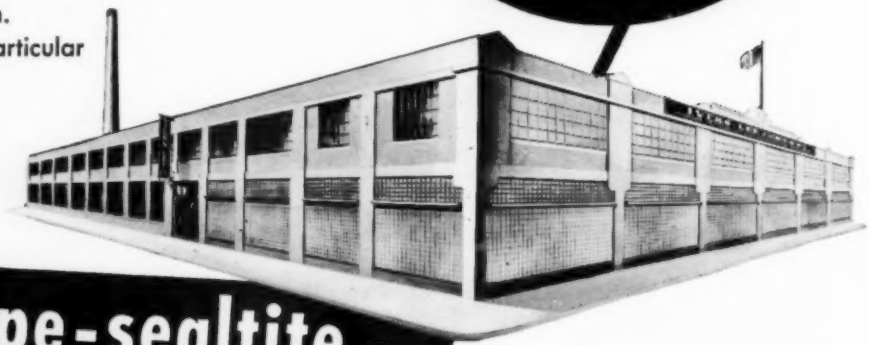
have you felt the drag

. . . we can give you a lift

Sagging sales curves and hesitant buying can be livened — new and improved products, attractively presented and wisely sampled are already proving an antidote to the buyer's market of '48. And Sanitape-Sealtite is the important "stepping-stone" — for no other method provides so complete, effective and practical sampling.

No other package is so attractive, convenient and hospital-clean — no other packaging service is so complete, efficient and dependable as our Contract Packaging Division — 100,000 square feet equipped with every modern facility and having a daily capacity of 10,000,000 units.

For a New Lift in A Tough Market — turn to Sanitape-Sealtite Sampling and the service of our Contract Packaging Division. Details pertinent to your particular problem on request.



sanitape-sealtite

Sanitape-Sealtite is a unique method for packaging pills, tablets, capsules, creams and powders, by which each unit or unit-dose is sealed in its own air-tight compartment — assuring complete protection and maintained efficacy. Packages, machines and methods fully covered by U. S. and Foreign Patents, and Patents Pending.

IVERS-LEE COMPANY, 215 CENTRAL AVE., NEWARK, N. J.

major causes for the present high rate of damage to packaged freight.

An example of poor loading practice is shown along

with a contrasting example of constructive loading technique. In the first picture you will notice the effects of insufficient bracing. From a practical view-

point, the shipper might just as well have saved his time and effort by not putting up any type of bracing rather than the weak ineffectual slats utilized to brace a shipment. Had the shipper taken into consideration the weight of the shipment, the jolting and stress of a freight journey, he would have erected a sturdy barrier that would have withstood the rigors of freight shipment and avoided the damage caused by tumbling containers as well as the damage caused by the shattered brace.

A good example of intelligent loading practice is demonstrated in the second photograph. This load arrived at its destination in the same condition as when shipped. Note how the unequal piles are braced to take up slack space, how metal strapping is employed to block the doorway against damage by crushing when the sliding door is opened or shut.

Dog Days

Newspapers have their bulldog editions, the merchant marine has its dog watches but none of them compare with Per, the Eden Company's mongrel, shown here busy at one of the firm's bottle filling machines.

Not that we think this is going to start a trend, but dogs have been trained to do a lot of amazing stunts and several, such as Rin-Tin-Tin and Lassie of movie fame, have done pretty well in their profession. With such animals as these, some labor problems might well be on their way to being solved. For example, racoon's, which are mighty handy with their paws could be placed at the end of the filling line to pack the bottles and then the box could be handed to a seal who in turn could carry it on its nose to a waiting truck.

But even this situation might have its drawbacks. For in our minds eye we can see the factory being picketed by a flock of muskrats, civet cats, musk deer, etc., carrying banners declaring their fellow animals unfair to natural producers.

The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Pilot Plant Vacuum Kettle

A stainless steel unit built by L. O. Koven & Brother, Inc., Jersey City, for handling liquid and semi-liquid compounds on a pilot plant scale should be of interest to those concerned with extraction, purification, evaporation and mixing in the chemical and pharmaceutical industry.

The equipment was designed for full vacuum operation throughout. A steam or hot water jacket, surrounding the kettle, was designed for heating by steam at 125 p. s. i. or by hot water at 250 p. s. i. The motor-driven agitating mechanism can be adjusted by means of a master speed control to give a speed range ratio of 6 to 1. Agitation is accomplished by means of a U-shaped paddle which simultaneously stirs and removes the material from the sides and the bottom of the kettle. A vacuum-tight cover, bolted to the top of the kettle, is provided with two sight glasses, thermometer well, and a large hinged, swing-bolted handhole.

The vapor passes up through the vapor pipe into the condenser head. The condenser is of welded stainless steel with the full vacuum condensate tubes completely surrounded by the cooling medium in the condenser jacket. The condensate passes through the condenser exit head by gravity through the inspection sight glass into the vacuum receiver, or it is returned to the kettle for further treatment. The contents of the kettle are easily and quickly removed by means of a large 7 inch valve located in the bottom of the kettle.

Portable Rotator Drum Truck

A portable drum truck that will smoothly and safely rotate a 30 or 55 gallon drum by a small electric motor is now available manufactured by the Morse Manufacturing Company, Inc., Syracuse, N. Y.

The rotator will revolve a drum load up to 500 pounds with its one half horsepower motor. Swivel castings, retractable by foot lever, are at the front end to make steering easy and the retractable feature prevents slippage of the truck at loading. An extension nose piece at front end makes loading and unloading of the drum easy without the use of a crane hoist.

The power draft drive is equipped with self aligning bearings. Three rubber drive wheels are adjustable on drive shaft to accommodate any size drum up to 55 gallons. These, plus two rubber idler wheels give a five wheel support to the revolving drum.

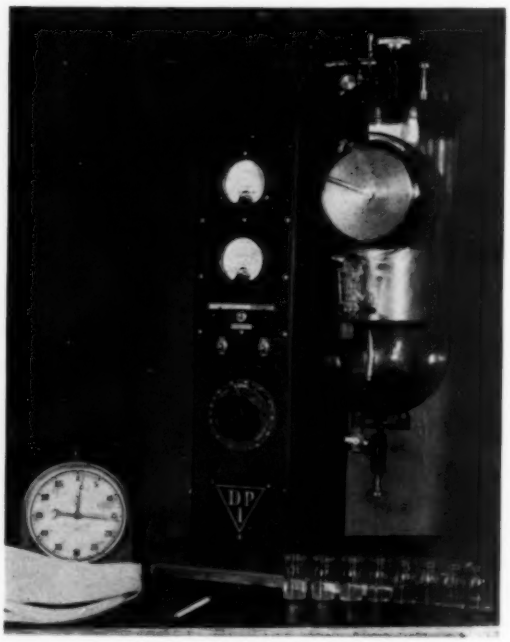
Centrifugal Molecular Still For Lab Use

A unit for distilling fats, oils and waxes by molecular distillation at the laboratory bench has been made available by Distillation Products, Inc., Rochester, N. Y.

Simple, compact, portable the new model, Type CMS-5 employs a centrifugal evaporator embodying the same principles as Distillation Products' large commercial stills, so that the results obtained in the laboratory can be translated into terms of commercial production.

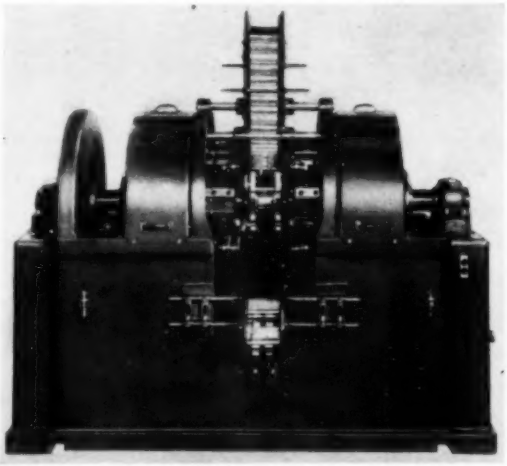
Samples of two liters or less may be handled most conveniently in the CMS-5. A separate compartment collects the residue until a cycle is completed so that each fraction is a product of whole parent substance.

Thirty-two inches high, the still occupies about three square feet of bench space, exclusive of the mechanical pump which also covers an equal area. Meters and controls are mounted on a single panel and include a thermocouple dial, Pirani type vacuum gauge and a variac to control the temperature of the evaporator.



Automatic Can Flanger

A fully automatic high speed flanger for square or rectangular cans has been introduced by Lima-Hamilton Corporation, Hamilton, Ohio. It die-flanges both

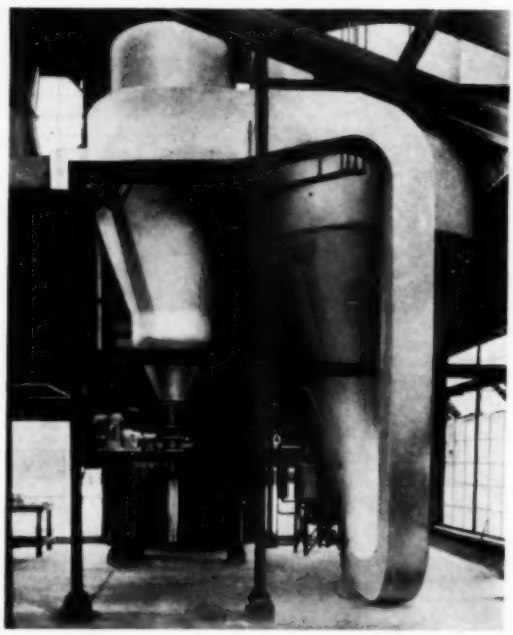


ends of the can simultaneously, producing an even right-angle flange on corners and sides of the can without distorting the can body.

The flanger, known as the Hamilton-Kruse Model Number 406, consists of five flanging stations, is completely self-contained with individual motor drive. The unit can handle a maximum of 150 cans a minute.

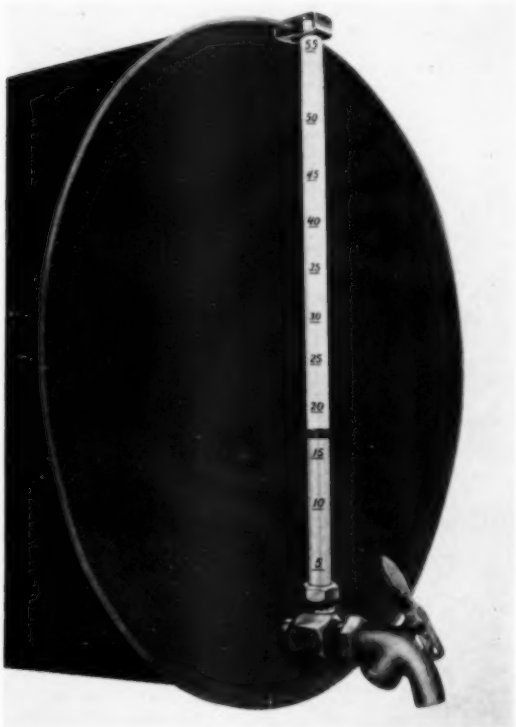
Spray Dryer

Bowen Engineering, Inc., has a new spray dryer for the production of five to ten tons of finished product



per day. Originally conceived as a pilot plant unit, this equipment meets a popular production rate in the chemical and pharmaceutical fields. One of the salient features is the ease of adjustment and flexibility of operation. Instruments and controls are all located on one convenient terminal board from which complete operating data can be obtained and the operation of the machine and other parts of the equipment can be regulated.

The spray dryer can be adapted to the needs of the user since it is available in stainless steel and direct or indirect heaters, with single or multiple-stage dry collection and wet collection, and with various types of atomizers designed to produce a final product where the individual particle characteristics meet the customer's specifications. The unit occupies a floor area of 12 feet by 20 feet, and can be installed outdoors if desired. For particulars write Bowen Engineering, Inc., 420 North Ave., Garwood, N. J.



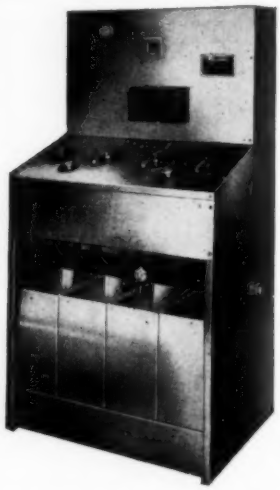
Drum Gage

The "Tru-Oil-Gage," manufactured by Mastercraft Products, 60 South St., Boston should come in handy to answer a long felt need to accurately show how much is in a drum at a glance.

With no mechanical parts to get out of order, it can be used with any standard drum or faucet, with 5 gallon red numeral calibrations in the plastic tubing containing red cork float to indicate the reserve in the drum at a glance, also eliminating that messy stick measuring.

The gage fits the standard 55 gallon drums with a half inch leeway for any possible variation and has a compression nut and gasket to secure gage tube to bronze fitting, and can be used indoors or out. Price, $3.00.

Ready for Action!



THE NEW

Barnstead UPFLO Demineralizers

The newest and easiest way to get de-ionized water

If you need highest test mineral-free water at lowest cost, these trouble-free units are the simplest and most convenient to operate. Regeneration time is cut nearly in half by eliminating backwashing and reducing valve operations. Barnstead UPFLO Models are so compact they take little floor space and are exceptionally easy to install. Just connect to water and waste lines. Unit comes completely set up with all interconnecting piping, valves, etc. Regenerating tanks are built in, and resins are in columns ready to operate.

- ***Compact package unit, completely assembled.***
- ***UPFLO principle gives higher purity.***
- ***Costs only a few cents per 1,000 gals.***
- ***No backwashing—cuts regenerating time in half.***
- ***Contains built-in automatic control light.***

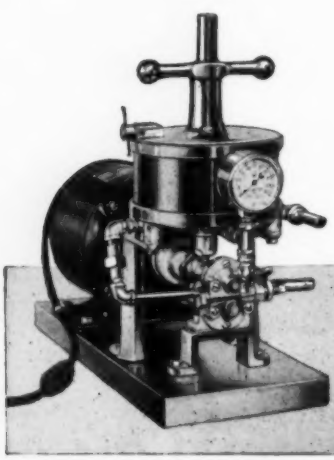
First in Pure Water since 1878

Barnstead
STILL & STERILIZER CO. Inc.
7 Lanesville Terrace
Forest Hills, Boston 31, Mass.

Get brilliant, uniform clarity

with this low cost, small capacity filter

COMPACT PORTABLE EASY TO OPERATE



It's the positive filter for all liquids

Here's a small capacity filter that really assures positive removal of impurities. Especially designed for light manufacturing or small batch work, it is of the "*Sealed-Disc*" type, completely enclosed, leak, and drip proof. The entire filter can be taken apart for easy cleaning by simply removing the handle on top. Operation is instant and uniform and is equally effective for clarifying, final polishing or removing turbid matter.

This small model "*Sealed-Disc*" filter has proved itself on extracts.. drugs, chemicals, perfumes, cosmetic preparations, animal and vegetable oils and other similar liquids that require a fine degree of clarity. Built of suitable materials to handle all liquids. One of the eight different grades of neutral asbestos filter discs available for use in this filter is sure to give your product the required degree of fineness of filtration constantly. Available in capacities from one to six gallons per minute. Large "*Sealed-Disc*" filters are available in capacities up to thousands of gals. per hour.

Alsop Engineering Corporation
306 Cass Street, Milldale, Connecticut

OUR PLANT WHERE ALSOP FILTER PADS ARE MANUFACTURED

ALSOP
ENGINEERING CORPORATION
Filters · Filter Discs & Sheets · Mixers · Agitators

READERS' QUESTIONS

LIQUID SKIN CREAM: Before the war we manufactured a liquid skin cream. Due to inability to obtain supplies I discontinued this item but now I am desirous of resuming its manufacture but cannot locate the formula. I have made up a few batches but can't seem to get the preparation just right. As I remember, this liquid cream contained a high percentage of water, stearic acid, mineral oil and a preservative. We used triethanolamine and homogenized the product and the emulsion held up perfectly without separation. It was very simple and economical to make. Any information you can give would be greatly appreciated. South Bend.

Perhaps the following formula will serve; it can be modified to suit your requirements:

Stearic acid	**5.0**
Mineral oil	**25.0**
Triethanolamine	**1.0**
Water	**69.0**

Another variation using lanoline might be worth investigating. Why not try the following formula:

Stearic acid	**4.0**
Lanolin	**1.0**
Triethanolamine	**1.0**
Water	**94.0**

WHITE CLAY: In the November 1947 issue of DRUG & COSMETIC INDUSTRY the article "Fluorine and Teeth" by M. A. Lesser refers to a formula consisting of sodium fluoride, white clay and glycerine. What is white clay? Boston.

White clay is commonly known as Kaolin. Other synonyms for this material are Bolus Alba, China Clay, Porcelain Clay, White Bole, Argilla, Terra Alba.

CREAM FOR REMOVING CARBON PAPER AND INK STAINS: We are interested in preparing a hand cleaner for the removal of carbon paper stains. This product will be a cream of fairly heavy consistency. Any assistance which you might offer in the formulation of this product would be appreciated. Montreal.

A product for this specific purpose has been described as follows:

"Carbowax" compound 4000	**19.1**
Propylene glycol	**19.1**
Triethanolamine	**3.0**
Oleic acid	**5.3**
Lanolin	**2.7**
Water	**19.1**
Terpineol	**0.2**
Mild abrasive (Multi Cell 000)	**31.4**
Sodium bisulfite	**0.1**

GLYCERYL MONOSTEARATE: May I get some information on glyceryl monostearate self-emulsifying—what is it, and what is it obtained from? What action has it both in the making of a cream or its benefits to the skin? Chicago.

This is a mono ester made from stearic acid and glycerine. It is obtained by esterifying glycerine with stearic acid under suitable pressure conditions in the presence of a catalyst. To make the refined product self-emulsifying, a small proportion (from 5 to 10 per cent) of a soap is added to the glyceryl monostearate. This has been extensively used in the manufacture of cosmetics, drugs and in other fields. Glyceryl monostearate is an excellent emulsifier. It is easy to use and is widely employed in the manufacture of creams, liquid emulsions and similar products. It is an excellent stabilizer and compounds made with it are resistant to freezing and to other weather changes. More detailed technical data is available from several manufacturers who advertise in our publication.

PERMANENT WAVE SOLUTION: We have had difficulty in pleasing one of our customers with our permanent wave solution. Can you send us a proved formula for a permanent wave lotion which will leave the hair soft and give more effective, longer lasting curls? Newark.

I would suggest that you try something on the following order; the formula being one of these listed in our new edition of "Modern Cosmetics."

Monoethanolamine	**6.0**
Potassium sulfite	**1.5**
Potassium carbonate	**1.5**
Borax	**0.5**
Ammonium carbonate	**2.5**
Sulfinated castor oil	**1.0**
Water, distilled	**87.0**

NON-ALCOHOLIC HAIR DRESSING WITH LANOLIN: I want a formula for a non-greasy, non-alcoholic hair dressing containing lanolin. I want a preparation that I can prepare myself. I would prefer one that does not have to be homogenized. Oklahoma City.

A preparation of this sort, which should fill your needs, was given in the September 1947 issue, page 376 of DRUG & COSMETIC INDUSTRY Another formula, which is somewhat simpler and which may serve as a basis for further experimentation, consists of:

Stearic acid	**10.0**
Mineral oil	**4.0**
Lanolin	**2.5**
Potassium hydroxide	**0.5**
Water to make	**100.0**

YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Patent and Trade-Mark Consultant

This month the space in this column is devoted to bringing Trade-Mark listings more or less up to date, however, on page 746 in an article entitled "It's Your Patent Office," Mr. Graham points out some rather interesting conditions in the U. S. Patent Office.

The following Trade-Marks were published in the official Gazette of the United States Patent Office in Volume 607 (number 4) dated February 24, 1948 and Volume 608 (numbers 1-4) dated March 2 to March 23, 1948, inclusive.

Med Kloverbladet — VI — CHM — 519,626
Cheesebrough Manfg. Co., Cons., N. Y., N. Y.
Ser. Mar. 27, 1947 D. U. Mar. 12, 1947

Minute Man—VI—H—505,234
Procter & Gamble Co., Cin., Ohio
Ser. July 8, 1946 D. U. May 13, 1946

Modern Genie—VI—GH—501,836
Paul Downing (London Manfg. Chemists) Portland, Oregon
Ser. May 10, 1946 D. U. Feb. 14, 1946

Murmel—VI—BC—528,497
Les Parfums Norante, S. A. R. L., Melun, France
Ser. July 12, 1947 D. U. Jan. 22, 1935

Nailpride—VI—E—533,032
Eva Kelnar (Ave. Ranlek), Chi., Ill.
Ser. Sept. 2, 1947 D. U. Aug. 18, 1947

Nair—VI—D—528,430
Carter Prods., Inc., N. Y., N. Y.
Ser. July 12, 1947 D. U. Apr. 1, 1939

Now Or Never—VI—B—498,818
Evelynn Westall (Parfums Felice Co.), N. Y., N. Y.
Ser. Mar. 22, 1946 D. U. Mar. 1, 1946

Old South—VI—ABC—533,139
Campana Sales Co. (Old South Perfumers), Batavia, Ill.
Ser. Sept. 3, 1947 D. U. Feb. 22, 1940

Papaya—VI—ABCDEH—505,547
Associated Prods., Inc., Chi., Ill.
Ser. July 13, 1946 D. U. June 12, 1946

Pedalure—(and des.)—VI—F—528,474
Bertrand Hall (Bonheur Co.), N. Y., N. Y.
Ser. July 12, 1947 D. U. June 26, 1947

Perfume Kones—VI—M—510,636
Adco, Inc., Sedalia, Mo.
Ser. July 5, 1947 D. U. 1923

Potent Red—VI—C—487,857
National Mineral Co., Chi., Ill.
Ser. Aug. 31, 1945 D. U. Aug. 9, 1945

Prell—VI—H—536,445
Procter & Gamble, Cin., Ohio
Ser. Oct. 1, 1947 D. U. Sept. 20, 1944

Prismatic—VI—C—521,781
Anatole Robbins, Inc., L. A., Calif.
Ser. Oct. 1, 1947 D. U. May 16, 1941

Relax-O—VI—H—514,849
Relax-O Co., Chi., Ill.
Ser. Oct. 1, 1947 D. U. Nov. 18, 1946

Roulite—VI—H—530,771
Roux Distrbtg. Co., Inc., N. Y., N. Y.
Ser. Aug. 7, 1947 D. U. Sept. 21, 1940

Roux—(and des.)—VI—H—533,203
Roux Distrs. Co., Inc., N. Y., N. Y.
Ser. Sept. 3, 1947 D. U. June 15, 1939

Savoir Faire—VI—BC—521,341
Lehn & Fink Prods. Corp., Bloomfield, N. J.
Ser. Apr. 25, 1947 D. U. Mar. 12, 1947

Scimitar—VI—B—509,736
Staddon & Kilbourn, Ltd., Montreal, Can.
Ser. Sept. 25, 1946 D. U. June 7, 1946

Shavine—VI—D—531,930
Morehouse Manfg. Co., (Shaving Powder Co.), Savannah, Ga.
Ser. Aug. 20, 1947 D. U. July 15, 1920

Slander—VI—B—535,117
Barbara Hebbard, N. Y., N. Y.
Ser. Sept. 20, 1947 D. U. Sept. 19, 1947

Solid—VI—B—530,224
Lucien Lelong, Inc., Chi., Ill.
Ser. Aug. 1, 1947 D. U. June 2, 1941

Star Sent—VI—B—516,292
Richard Jorgensen (Zodiac House), Hollywood, Calif.
Ser. Jan. 24, 1947 D. U. Dec. 6, 1946

Suncloud—VI—S—512,066
Kathleen Mary Quinlin, Inc., N. Y., N. Y.
Ser. Nov. 5, 1946 D. U. Oct. 18, 1946

Tele-Genic—VI—C—503,196
Max Factor & Co., L. A., Calif.
Ser. June 3, 1946 D. U. Apr. 17, 1946

Toolee—VI—H—506,094
Clifton Chemical Co., Inc., N. Y., N. Y.
Ser. July 23, 1946 D. U. May 1, 1946

Trois Fleurs—VI—CH—503,446
Richard Hudnut, N. Y., N. Y.
Ser. June 7, 1946 D. U. May 15, 1946

Trydecyl—VI—T—518,362
The E. L. Patch Co., Stoneham, Mass.
Ser. Sept. 16, 1947 D. U. June 1946

Vagrant—VI—B—509,737
Staddon & Kilbourn, Ltd., Montreal, Can.
Ser. Sept. 25, 1946 D. U. May 29, 1946

Velvet Night—VI—B—518,452
Vi-Jon Labs., Inc., St. Louis, Mo.
Ser. Mar. 3, 1947 D. U. Aug. 31, 1944

The following Trade-Marks have been recently cancelled and are therefore no longer in the Patent Office Register.

Applause—VI—B—430,312
Avon Prods., Inc., N. Y., N. Y.
Reg. June 10, 1947 Can Jan. 6, 1948

Evergreen Pine Oil —(and des.)—VI—D—431,140
John Murphy, Upper Darby, Pa.
Reg. July 8, 1947 Can Feb. 11, 1948

Make Off—IV—A—425,805
Cosmex Corp., N. Y., N. Y.
Reg. Dec. 3, 1946 Can Feb. 27, 1948

Silver Foam—VI—H—425,046
Murray Frank & Assocs., Chi., Ill.
Reg. Oct. 29, 1946 Can Feb. 27, 1948

Spray Tan—VI—S—430,458
Banks & Shorr, New Rochelle, N. Y.
Reg. June 10, 1947 Can Feb. 19, 1948

Act of 1946

The following Trade-Marks have now been re-published under terms of the above (Lanham Act). No opposition can be filed against them but they are all subject to cancellation proceedings.

Acaciosa—VI—B—255,198
Reg. Apr. 16, 1929 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Adco—IV—AM—361,152
Reg. Oct. 11, 1938 to American Disinfecting Co.
Re-pub. by Adco, Inc., Sedalia, Mo.

Aerozone—VI—DT—264,096
Reg. Nov. 19, 1929 to Sanitary Spec. Corp.
Re-pub. by registrant, Chi., Ill.

Alabaster—IV—A—287,289
Reg. Sept. 15, 1931 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Amber—IV—A—253,180
Reg. Feb. 19, 1929 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Americe—IV—A—347,573
Reg. June 29, 1937 to Marshall Field & Co.
Re-pub. by registrant, Chi., Ill.

Buckeye—IV—A—157,661
Reg. Aug. 15, 1922 to Davies Young Soap Co.
Re-pub. by registrant, Dayton, Ohio

Calico—IV—A—340,703
Reg. Nov. 17, 1936 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Cambana—VI—C—311,244
Reg. Mar. 20, 1934 to Campana Corp.
Re-pub. by registrant, Batavia, Ill.

Campana Dreskin—VI—ACI—322,065
Reg. Feb. 26, 1935 to Campana Corp.
Re-pub. by registrant, Batavia, Ill.

Cando (and des.)—IV—M—258,966
Reg. July 16, 1929 to Cando. Corp., Cambridge, Mass.
Re-pub. by Cando Co., Boston, Mass.

Caron Acaciosa—VI—B—257,146
Reg. May 28, 1929 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Casco—IV—A—264,368
Reg. Nov. 26, 1929 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Comet—IV—A—248,425
Reg. Oct. 23, 1928 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Cotton Blossom—VI—C—380,465
Reg. Aug. 20, 1940 to Campana Corp.
Re-pub. by Campana Sales Co., Batavia, Ill.

D. D. D.—IV—A—276,653
Reg. Oct. 21, 1930 to D. D. D. Corp.
Re-pub. by registrant, Batavia, Ill.

Dash—IV—A—269,029
Reg. Mar. 25, 1930 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Downy—IV—A—364,103
Reg. Jan. 17, 1939 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

En Avion—VI—B—287,517
Reg. Sept. 29, 1931 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Eterno—VI—BC—325,518
Reg. June 25, 1935 to Jas. Younghusband
Re-pub. by registrant, Chi., Ill.

Ezy-Day—IV—A—286,888
Reg. Sept. 8, 1931 to Hewitt Bros. Soap Co.
Re-pub. by Hewitt Soap Co., Dayton, Ohio

Filter-Sol—IV—A—265,885
Reg. Jan. 7, 1930 to Davies-Young Soap Co.
Re-pub. by registrant, Dayton, Ohio

Flake—IV—A—215,662
Reg. July 20, 1926 to Jas. Kirk & Co.
Re-pub. by Procter & Gamble, Cin., Ohio

Gleem-O—VI—K—341,517
Reg. Dec. 8, 1936 to Rudolph Moosbrugger
Re-pub. by Procter & Gamble, Cin., Ohio

Good Luck—IV—A—288,302
Reg. Oct. 20, 1931 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Italian Balm—VI—C—234,573
Reg. Nov. 1, 1927 to Campana Corp.
Re-pub. by registrant, Batavia, Ill.

Ivory—IV—I—314,260
Reg. June 26, 1934 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Ivory Snow—IV—A—279,586
Reg. Jan. 20, 1931 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Kyrox—VI—C—230,620
Reg. Aug. 2, 1927 to Silica Gel Prods. Corp.
Re-pub. by Davison Chem. Corp., Balt., Md.

Les Cent Fards—VI—C—343,827
Reg. Mar. 9, 1937 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Normaline—VI—D—185,996
Reg. July 1, 1924 to Norman Hayner Co.
Re-pub. by registrant, Rochester, N. Y.

Olate—IV—A—246,898
Reg. Sept. 18, 1928 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Pennant—IV—A—295,142
Reg. June 21, 1932 to Davies-Young Soap Co.
Re-pub. by registrant, Dayton, Ohio

Peroxine—IV—A—198,595
Reg. May 19, 1925 to Remmers Soap Co.
Re-pub. to Acme Chem. Co., Milwaukee, Wis.

Plus Grande—(and des.)—VI—BCDH—256-386
Reg. May 14, 1929 to Carmela Nieto De Herrera E. Hijos, Habana, Cuba
Re-pub. by Lanolin Plus Cosmetics, Inc., Chi., Ill.

Pour Un Homme Les Plus Belles Lavandes—VI—B—320,644
Reg. Jan. 1, 1935 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Quest—VI—D—324,452
Reg. May 21, 1935 to Kotex Co.
Re-pub. by International Cellucotton Prods. Co., Chi., Ill.

Reflet De Beaute—VI—C—339,666
Reg. Oct. 13, 1936 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

Silver Threads—IV—A—309,920
Reg. Feb. 6, 1934 to Carman & Co., Inc.
Re-pub. by Procter & Gamble, Cin., Ohio

Soaperfect—IV—A—242,078
Reg. May 15, 1928 to U. S. Sanitary Spec. Corp.
Re-pub. by registrant, Chi., Ill.

Sylox—VI—C—230,618
Reg. Aug. 2, 1927 to Silica Gel Prods. Corp.
Re-pub. by Davison Chem. Corp., Balt., Md.

Taboo—VI—CDEH—343,897
Reg. Mar. 9, 1937 to Associated Dists., Inc.
Re-pub. by Consolidated Cosmetics, Chi., Ill.

Tabu—VI—C—314,493
Reg. July 3, 1934 to Jas. Younghusband
Re-pub. by Consolidated Cosmetics, Chi., Ill.

Threads—IV—A—326,653
Reg. July 30, 1935 to Carman & Co., Inc.
Re-pub. by Procter & Gamble, Cin., Ohio

Thrill—IV—A—364,104
Reg. Jan. 17, 1939 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Tiolene—IV—A—291,123
Reg. Jan. 26, 1932 to Pure Oil Co.
Re-pub. by registrant, Chi., Ill.

Velvet—IV—A—252,108
Reg. Jan. 22, 1929 to Procter & Gamble
Re-pub. by registrant, Cin., Ohio

Vitef—VI—H—355,933
Reg. Apr. 5, 1938 to Davies-Young Soap Co.
Re-pub. by registrant, Dayton, Ohio

Voeu De Noel—VI—B—378,572
Reg. June 11, 1940 to Parfumerie Caron
Re-pub. by Caron Corp., N. Y., N. Y.

The following Trade-Marks were published in the Official Gazette of the U. S. Patent Office in Volume 608 (numbers 5) dated March 30, 1948 and Volume 609 (numbers 1-3) dated April 6 to April 20, 1948, inclusive.

Adults Only—VI—C—535,319
Lady Esther, Ltd., Chi., Ill.
Ser. Sept. 23, 1947 D. U. Sept. 15, 1947

Betty Rose—VI—CDEFH—438,138
Louis Teplitz, U. Drug Supply Co. Phila., Pa.
Reg. Apr. 6, 1948

Bis—VI—BC—542,603
Les Parfums de Dana, N. Y., N. Y.
Ser. Nov. 28, 1947 D. U. Nov. 21, 1947

Breck Lather Oil Shampoo—VI—H—509,195—John Breck, Springfield, Mass.
Ser. Sept. 17, 1946 D. U. Aug. 2, 1932
Reg. 437,883—Mar. 30, 1948

Bright Flight—VI—C—512,671
Richard Hudnut, N. Y., N. Y.
Ser. Nov. 15, 1946 D. U. Aug. 15, 1946

Bryte Spot—IV—M—512,183
Rae Lewis, Bryte Spot Prods., Bloomingdale, Mich.
Ser. Nov. 7, 1946 D. U. Oct. 19, 1946

C.64—VI—B—540,052
Dow Chemical Co., Midland, Mich.
Ser. Nov. 4, 1947 D. U. May 10, 1946

C.66—VI—B—540,051
Dow Chem. Co., Midland, Mich.
Ser. Nov. 4, 1947 D. U. Mar. 17, 1947

Chase Me—VI—BC—534,309
David A. Molinari, San Fran., Calif.
Ser. Sept. 12, 1947 D. U. May 1941

Clo-Scent—VI—B—518,547
Irene McKnight, N. Y., N. Y.
Ser. Mar. 5, 1947 D. U. May 1946

Conox—VI—BCHIK—523,768
Commanditaire Vennootschap Pento Cosmetic, Amsterdam, Netherlands
Ser. June 7, 1947 D. U. April 1946

Cottan (and des.)—VI—B—521,476
S. A. R. L. Cottan Parfumeur, Asnieres, France
Ser. Apr. 28, 1947 D. U. 1879

Disilyn—VI—I
Lynwood Co., Chi., Ill.
Ser. June 11, 1947 D. U. June 28, 1945

Elodia—VI—H—501,871
Alma Raullerson, Albany, N. Y.
Ser. May 10, 1946 D. U. Dec. 1944

Gold Award—VI—BHI—536,730
L&K Labs. & Co., Inc., St. Paul, Minn.
Ser. July 5, 1947 D. U. Oct. 1, 1946

Golden Key (and des.)—IV—A—528,624
Gt. American Tea Co., N. Y., N. Y.
Ser. July 15, 1947 D. U. June 14, 1924

Hi-Temp—VI—G—519,262
Helene Curtis Industs., Inc., Chi., Ill.
Ser. Mar. 19, 1947 D. U. Mar. 7, 1947

High Heels—VI—BC—531,940
Park & Tilford, N. Y., N. Y.
Ser. Aug. 20, 1947 D. U. July 10, 1947

It's R-Gun—VI—H—503,299
Michael Kropp, South River, N. J.
Ser. June 5, 1946 D. U. Aug. 24, 1943

Karbam—VI—T—484,913
Sherwin-Williams Co., Cleve., Ohio
Ser. Aug. 22, 1947 D. U. Apr. 25, 1945

Kocesope—IV—A—531,631
U. S. Sanit. Specs. Corp., Chi., Ill.
Ser. Aug. 16, 1947 D. U. 1925

La-Dor-U—VI—CS—515,698
Bertha Cohen, Stelton, N. J.
Ser. Jan. 14, 1947 D. U. May 27, 1946

Liqui-Mist—VI—T—542,303
Food Machinery Corp., San Jose, Calif.
Ser. Nov. 25, 1947 D. U. Sept. 24, 1947

Lustre-Creme—VI—H—514,941
Kay Daumit, Chi., Ill.
Ser. Dec. 28, 1946 D. U. Feb. 29, 1944
Reg. 438,370—Apr. 13, 1948

Mabex—VI—D—523,901
The Mabex Co., Phila., Pa.
Ser. June 10, 1947 D. U. 1932

Meadowbrook—VI—BH—538,701
B. Altman Co., N. Y., N. Y.
Ser. Oct. 23, 1947 D. U. Oct. 3, 1947

Mexide—VI—T—540,128
Woolfolk Chem. Works, Ltd., Ft. Valley, Ga.
Ser. Nov. 4, 1947 D. U. Feb. 1937

(Continued on page 827)

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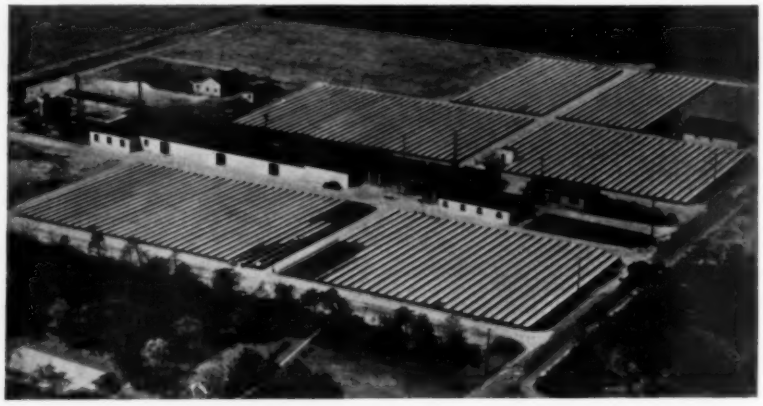

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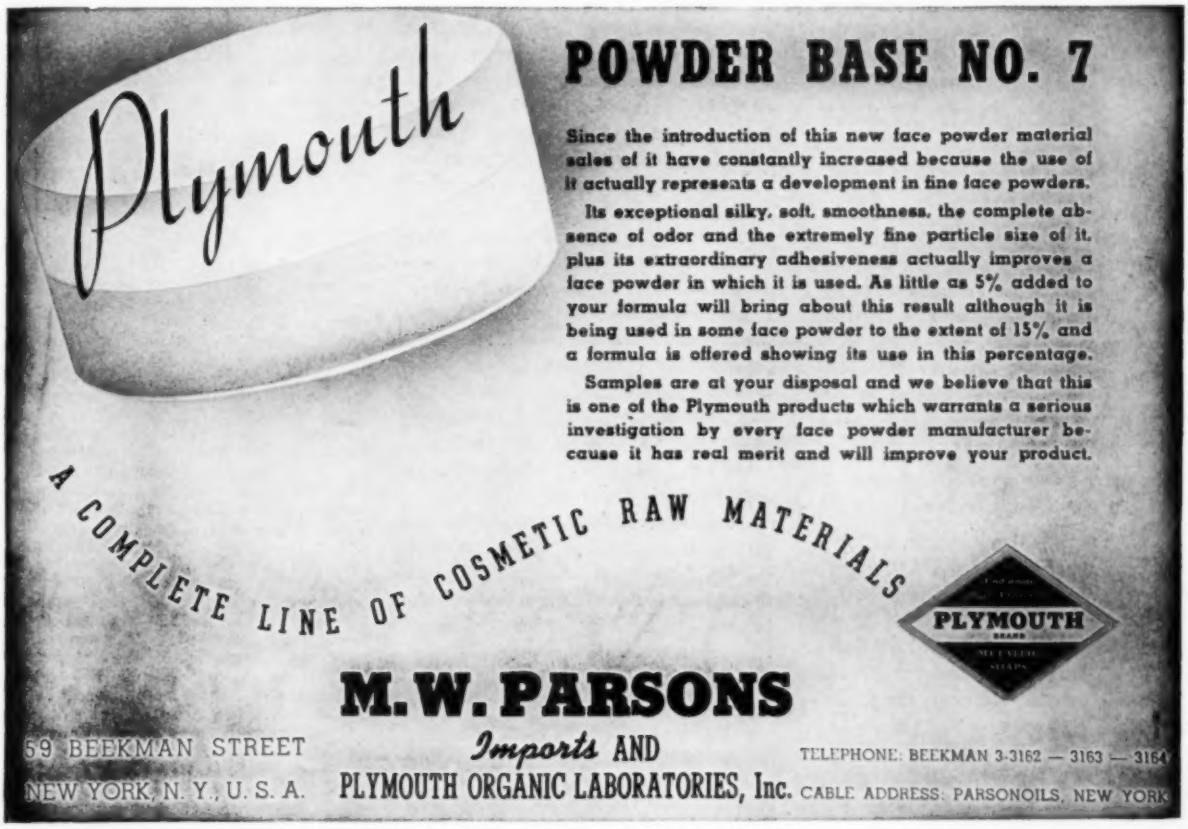

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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Proving Date of Invention

Many applicants for patents go through some pretty hard battles with the Patent Office before finally obtaining their patents. This period of trial, called ex parte patent prosecution, is usually characterized in the minds of applicants by the efforts of the Examiners to think up all kinds of reasons for denying patent protection. Thus, the claims may be rejected because the Examiner found an earlier patent or publication which he believes is four-square with the alleged invention. Or, the Examiner may combine the teachings of two or more references and say that there is no invention over reference A in view of reference B, etc. Then there are the ever-growing number of formal objections which the collective minds of the Examiners have created. Certain of these latter so moved one patent practitioner that he recently wrote an open letter to the Commissioner of Patents on the situation. Apparently, the sender of the letter however did not have the Wallace touch as no reply has been forthcoming to the time of this writing.

Yet, with all the tribulations that beset the applicant in the normal ex parte case, they are nothing compared with what awaits him if he has the misfortune of having made an invention which some one else also has made independently and is trying to patent. The two inventors find themselves brought together in a Patent Office proceeding called an Interference and there is only one issue to be determined: who made the invention first?

Now, it would seem that such a question could be determined without too much difficulty. The fact of the matter is that there are so many technicalities and pitfalls that proposals for doing away with Interferences have at times received serious consideration, reaching the point a few years back where, if I am not mistaken, the patent section of the American Bar Association even gave its approval, at least in principle, to a bill to put Interferences to rest.

A discussion of all the problems involved in the seemingly-simple proceeding to determine priority of invention would be out of the question here. An idea of what is involved can be gleaned from the fact that a treatise on the subject runs to three fair-sized volumes—and it is still incomplete.

Nevertheless, one aspect of this matter is believed to be of special interest to readers of this publication and therefore deserves brief comment. Reference is made as to how the date of invention is proved. The simplest way is to file a patent application. The filing date is considered in law as the date of constructive reduction to practice. This date of course is usually long after the invention was actually made and it is desirable to be able to prove an earlier date, if the invention actually has been reduced to practice.

Proving the date of invention involves three separate factors: conception, diligence and reduction to practice. The first is usually easy to prove, for example, by duly witnessed and dated note-book records. The second doesn't give much trouble, as all that is necessary to show is that reasonable efforts were made to reduce the invention to practice after conception. This is usually done by showing that experiments were performed with reasonable frequency during this period. Actually, diligence need not be shown throughout this period in all cases but merely from just prior to the conception date of your adversary. Since, however, one has no way of knowing at the time the invention is being worked on what that date is it is obviously best to be diligent from conception to actual reduction.

Actual reduction to practice is the pitfall. It gets the big fellow as well as the little one. Indeed, during the last few months, cases involving some of the best-run patent departments of large research organizations were lost because of failure to prove this date—*and in one case the corroborating witness was the company patent attorney.*

The trouble spot in proving actual reduction to practice lies in the fact that it is not enough for the inventor to prove he reduced the invention to practice at a sufficiently-early date. It is *also* necessary to corroborate every essential factor concerned in the reduction to practice. Perhaps two recent cases involving this rule of corroboration will point up the problem. The cases were both decided by the Court of Customs and Patent Appeals, which is the court of last resort in these matters.

In the first case, *Thurston* v. *Wulff, Hopff, and Wiest*, reported at 76 United States Patent Quarterly 121, the invention dealt with gamma-nitropimelic nitrile, which may be prepared by reacting acrylonitrile with nitromethane in various solvents. In order to prevail *Thurston* had to show he actually reduced to practice prior to his opponents' filing date. His patent attorney testified as his chief corroborating witness.

The attorney said in an affidavit that:

"***deponent observed Dr. Thurston adding nitromethane to liquid ammonia contained in a Dewar flask which resulted in precipitation of some material within a short time. Thereafter Dr. Thurston added acrylonitrile to the contents of the Dewar flask and agitated the reacting mixture which was reddish in color. Shortly thereafter Dr. Thurston showed deponent the product which had been recrystallized from the reacting mixture previously observed, and this product was a white crystalline solid the crystals being rather fine needles;

"***the foregoing observations of Dr. Thurston's reaction of nitromethane with acrylonitrile in the presence of liquid ammonia and the product thereof took place in the Spring of 1939;

"***during the summer of 1939 deponent requested Dr. Thurston to supply deponent the necessary details covering the reaction of nitromethane and other nitroparaffins with acrylonitrile and the products produced according to that reaction for the purpose of preparing a patent application, and that at that time Dr. Thurston stated that he had never had the sample of white crystalline material which he had obtained by reacting nitromethane and acrylonitrile in liquid ammonia analyzed, and therefore, he thought that this should be done first in order to determine what he had obtained. In deponent's presence Dr. Thurston thereupon placed the white crystalline solid in a small sample bottle and inscribed the Code No. 230-1-6-66 of the preparation of his compound on a label together with the melting point which he had determined, and his name, and affixed the label to the bottle;

"***deponent believes and therefore avers that the bottle containing the white needle-like crystalline solid bearing a

label having the Code No. '230-1-6-66, M.P. 65-66°. Thurston' which has been introduced into evidence as Thurston Exhibit No. 12 is the same bottle and contains the same material which was mentioned in the preceding paragraph."

The patent attorney, Archer, also testified that he saw a report from the company's analytical division giving an analysis of the sample which the inventor said showed it to be the desired compound. Under cross-examination the patent attorney admitted that he did not personally identify the starting materials and said they were taken from bottles labelled as such.

The Court said "there is no corroboration as to starting material, but even if there were there is no corroboration that the material Thurston bottled in the presence of Archer was the material received by the analysts or that the material analyzed was the identical material which was later returned to Thurston and then given by him to Archer, the patent lawyer. Under ordinary circumstances it would be reasonable to conclude that events happened just as is claimed. There is no suspicion of any attempt on the part of any of the witnesses, all of whom are of high character, to falsify or make misleading statements."

The second case is just as interesting only more so as both parties joined in effect in asking the Court to relax its admittedly harshly-applied rule of corroboration. This case is Senkus v. Johnston, reported in 77 U.S.P.Q. 113.

This case dealt with the condensation product of an aldehyde and certain polyhydroxy alkylamines. The party who was attempting to prove actual reduction gave oral testimony and had eleven witnesses. The court said only two gave testimony intended to corroborate the inventor. In the words of the court, referring to the testimony of one of these two witnesses:

"He testified that he knew some of appellant's experiments were concerned with the reaction of tris (hydroxymethyl) aminomethane and formaldehyde. He stated that he had been in the room, at no specified time, when appellent had mixed tris (hydroxymethyl) aminomethane and formaldehyde, but his testimony was merely that he recalled seeing appellant weigh into a reaction flask tris (hydroxymethyl) aminomethane and at other times, mentioning no dates, he noticed the pungent odor of formaldehyde when the reaction mixture was distilled."

The court had this to say about the testimony of this witness:

"His testimony we think is entirely too uncertain and vague to sufficiently corroborate the testimony of appellant. He further testified that he saw a white crystalline product, which he said he understood was prepared from those two materials.

"Clearly that testimony can not be considered as sufficiently corroborating an actual reduction to practice of the invention by appellant. He did not point out one specific experiment which he saw carried through and did not state that he observed at any one time, in proper consecutive order, the weighing out of tris (hydroxymethyl) aminomethane, the mixing of the formula, and the preparation of the crystalline product."

The Court further said:

"In order that a corroborating witness be properly equipped to give testimony in a case such as this, he surely must see the operation of the process and have personal knowledge of the product."

The Court further refused to accept the corroborating effect of analytical reports, analyses of preparations, etc., even though both parties agreed that this should be done.

Perhaps it is not too much to hope that the Court will eventually relax its application of the corroboration rule, which was adopted in mechanical cases and which seems to work out all right in such cases. After all, courts apply the same rule in adultery cases with less strictness—and being absolved of adultery would seem to be as serious as obtaining a patent.

In the meantime, this harsh rule can be avoided simply by filing patent applications right away—in which case there are other headaches ahead. Having some one repeat the experiment from A to Z would satisfy the Court but whether this is practical is another question as research organizations would then have to have two people performing each experiment to be on the safe side.

In view of the foregoing it is believed that the least the inventor should do is to cooperate to the fullest with his patent attorney, which while it may still result in falling short of the mark, still is not too much to do for the attorney, who eventually has to handle the case.

Curare

It will be quickly recalled that this is one of the drugs to which the writers in the popular press have given considerable publicity in recent years. While the drug has been proved to be effective in relaxing the muscles, having been used with good results in the treatment of spastic paralysis, a distressing condition frequently following cerebral injuries at childbirth, and also in combination with anesthesia during surgical operations, and, lately, in moderating the convulsions in the shock-therapy of certain psychoses, curare does have some drawbacks, particularly non-uniform potency and composition.

Wintersteiner and Dutcher, two Squibb inventors, tackled this problem and came up with an anwser for which they recently obtained a patent, U.S. 2,440,708.

The inventors point out that the difficulty in providing curare preparations of constant potency and composition is due primarily to the uncertain botanical origin of the available crude curare preparations, which had to be supplied by explorers, and to the contamination of these preparations with poisons, snake venoms and other materials. Wintersteiner and Dutcher also note that constant potency and composition are essential for the therapeutic utility of curare since its margin of safety is very small. By margin of safety is meant the range of dosage between that giving the desired effect and that giving the undesirable toxic paralysis of the muscles of respiration.

A way of obtaining uniform composition and high potency was disclosed, according to the inventors, in an abandoned patent application. This method involved treatment of the fresh plant known to the Amazonian Indians as Ampi Huasca but to the real-knowing as *Chondodendron tomentosum*. That treatment resulted in a by-product comprising two new isomeric tertiary bases of negligible relaxing (lissive) potency.

This is where the patent under discussion comes in. The Squibb inventors have found that these bases can be converted into quaternary halides of high lissive potency and that the dimethyl ethers of these halides have an extraordinarily high potency. Thus, while the bases have little lissive potency the quaternary halides are of the order of three times as strong as d-tubocurarine chloride and the dimethyl ethers are of the order of three times as strong as the quaternary halides.

The claims appear to cover the quaternary halides of one of the tertiary bases, as well as the process for making one of the quaternary halides.

Other Patents

U. S. 2,434,688—**Ralph L. Evans—Regenerated Keratin: Keratin is reduced with a non-polar mercaptan, in aqueous solution having pH from above 3 to below 13.5, and dissolving the reduced keratin an aqueous alkaline solution having a pH between 9 and 13.5 and precipitating the modified keratin in an acid precipitating bath.**

U. S. 2,434,790—**Nopco—Stabiliza-**

tion of Fatty Materials. Anti-oxidant concentrate is added to such fatty materials (e. g., fish liver oils) and mixture is then treated with ammonia.

U. S. 2,434,797—Harvel Corporation—Glyceryl Ethers of Hydrogenated Cardanol.

U. S. 2,435,002—Ciba—Para-Aminobenzene - Sulfonamide - Pyrimidines Process.

U. S. 2,435,013—Ciba-3-Thioethers of Androstene - 3 - One . 17 - ols.

U. S. 2,435,014—J. B. Niederl—Beta, Beta-Trihalo-Alpha, Alpha-bis (2 - hydroxy - 3 - alkyl - 5 - tt--octyl-phenyl) ethanes. Insecticides and bactericides.

U. S. 2,435,017—Ciba—Etio-Cholanic Acid Compounds Process.

U. S. 2,435,018—Ciba - Unsaturated Aldehydes (2 - 2 - formyl - cholestene).

U. S. 2,435,056—Sec. of Agriculture—Plant Growth Regulant Application. Regulant is dispersed in aerosol form in the ambient air of the plants.

U. S. 2,435,392—Parke, Davis—2-(4'-Arsonoanilino) - 5 - Nitropyridine, etc. Trypanocidal Agents and Intermediates.

U. S. 2,435,393—Parke, Davis—Amino Arsenicals.

U. S. 2,435,501—U. S. Rubber—Acenaphthenedione in Fungicidal Preparations.

U. S. 2,435,552—Resinous Products—Addition Products of Acrylinoitrile and Phenyl Benzyl Sulfone. Pharmaceutical Intermediates.

U. S. 2,435,583—B. T. Bush, Inc.—Quaternary Ammonium Compounds.

U. S. 2,435,593—B. T. Bush, Inc.—Bis.-(3, 5, 6-Trichloro-2-Hydroxyphenyl)-Methane Process.

U. S. 2,435,750—VICO Products—Preparation of Phosphorilated Thiamin.

U. S. 2,435,809—Merck—Nicotinamide Process.

U. S. 2,435,974—Geigy—P-Aminobenzene Sulfonamides.

U. S. 2,436,062—American Cyanamide—Sulfonamide Derivatives.

U. S. 2,436,063—American Cyanamide—Tannic acid precipitated hemolytic streptococcus toxins useful in active immunization against scarlet fever.

U. S. 2,436,073—American Cyanamide—Synthesis of Substituted Pteridins.

U. S. 2,436,141—du Pont—Diethyl dodecylphosphonate.

U. S. 2,436,184—Eaton Labs.—Stable spermicidal jellies having a phenylmercurial salt. Alkaline buffer system consisting of borax and a polyhydroxy compound having 2 OH groups in cis relation on adjacent carbon atoms.

U. S. 2,436,195—du Pont—7 - Dehydrocholesterol Production.

U. S. 2,436,209—Colgate - Palmolive-Peet—Extraction of Polyhydric alcohols.

U. S. 2,436,359—U. S. A.—Stimulation of Production of Oleoresins and Gums in Coniferous Trees. Species of Fusarium fungus is introduced into artificial wounds.

U. S. 2,436,360—American Cyanamide—Preparation of 2-Amino-5-Chloropyrimidine.

U. S. 2,436,523—I. MEOHAS—Hair Curler.

U. S. 2,436,660—Allied Chem. & Dye Corp.—Oxidation of Heterocyclic Aromatic Nitrogen Compounds.

U. S. 2,436,739—Dow—Preparation of 3, 6-Bis-(beta-Hydroxyethyl)-2, 5-Diketopiperazine.

U. S. 2,436,851—Hoffmann-La Roche—Bicyclic Sulfur Compounds.

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and
COMPOUNDS

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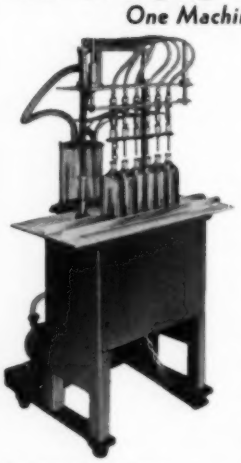

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Intermediates for growth-promoting substances having biotin activity.

U. S. 2,436,865—Hoffmann-La Roche—Derivatives of 3-Oxo-4-Hydroxy-Thiophan.

U. S. 2,436,895—L. C. MARKOWITZ—Medicinal Applicator, and Therapeutic Device.

U. S. 2,436,919—U. S. A.—Fly Sprays. N-Alkyl-Phthalimide and DDT.

U. S. 2,436,920—U. S. A.—Fly Sprays. N, N-Dialkylcinnamide and DDT.

U. S. 2,437,035—Hoffmann-La Roche—Ether-Esters of Organic Hydroxy Diphenyl Acetic Acid. Anti-acetylcholine and anti-histamine activity.

U. S. 2,437,060—U.S.A.—Recovering Gamma Globulins from Human Blood Serum.

U. S. 2,437,087—M. D. M. Gates, Jr.—Cond. Products of Quinones with Active Ethylene Compounds.

U. S. 2,437,388 and 2,437,390—Mallinckrodt—2 Oxazolidones.

U. S. 2,437,427—Rohm & Haas—Phenyl Esters of Caprylphenoxyacetic acid. Insecticides.

U. S. 2,437,450—Gallowhur Chem.—Aromatic Mercury Alcoholates.

U. S. 2,437,504—Merck—Thiamin Dioctylsulfosuccinate.

U. S. 2,437,518—A. Pharmacia (Sweden)—Injection fluid for replenishing or substituting blood and blood plasma. Osmotic pressure and viscosity adjusted by adding water-soluble, high molecular polysaccharidic substances.

U. S. 2,437,527—Rohm & Haas—Halocaprylphenoxyacetic Acid Insecticides.

U. S. 2,437,545—Geigy — Basic Amides of 1-Aryl Cycloalkyl 1-carboxylic Acids.

U. S. 2,437,564—Schering—Compounds having Cortin-like Effect. Pregnenetriol—(17, 20, 21)-one-3, having double bond between the 5-carton and an adjacent carbon.

U. S. 2,437,648—N. Milas—Cyclopentene-2-diol-1, 4 (cis)-Catalytic Oxidation of Unsaturated Organic Compounds.

U. S. 2,437,691—Geigy—Manufacture of 2, 4-Diamino-1, 3, 5-Triazines.

U. S. 2,437,711—Parke, Davis—Beta-Cyclohexylaminoethyl Benzyhdryl Ether and Salts.

U. S. 2,437,719—Merck—A Benzoic Acid dl-cis-2-(4'-carboxybutyl)-3, 4-Diamino - Tetra - hydrothiophene Sulfate Complex.

U. S. 2,437,766—U. S. A.—Cultivating Penicillium Notatum. Involves use of 2, 4-dichlorophenoxyacetic acid and alkali metal salts as contaminant inhibitors.

U. S. 2,437,833—J. B. Niederl et al—N-Benzyl-N-Myristyl-Morpholinium Halides—Bactericides.

U. S. 2,437,852 and 2,437,858—Merck—Separation of Monoacetone and diacetone Sorbose.

U. S. 2,437,853—Burroughs Wellcome—Preparation of Dihydroxanthopterin and Xanthopterin.

U. S. 2,437,857—Hercules Powder—Oxidation product of terpinolene.

U. S. 2,437,869—Imperial Trust (England)—2, 7-diamino-9-phenylphenanthridine—Effective against certain cattle infections.

U. S. 2,437,918—Squibb—Penicillin process—Involves small amounts of sulfites, etc. in submerged culture process.

U. S. 2,437,965—L. R. Bruce, Inc.—Method for Relaxing Keratinous Fibers. Involves use of water-soluble bisulphite at pH of 5 to 6, and a cation having a mono-basic nitrogenous organic base having swelling-increasing properties.

U. S. 2,437,984—Abbott Labs.—Preparation of Gamma-Dibutylamine Propanol.

(To be continued)

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Compounder's Corner

Improved Thiamin Elixir

An improved thiamin elixir is suggested in Bulletin 5 (1948) of the Bureau of Professional Relations, School of Pharmacy, University of Florida. Designed to present a palatable sherry wine elixir of vitamin B_1, the new formula for the popular vitamin preparation is as follows:

Thiamin hydrochloride	**0.2**
Syrup of citric acid	**120.0**
Syrup of orange	**120.0**
Sherry wine, to make	**480.0**

The dose is one tablespoonful three times daily. This dose will supply approximately 6,000 units of thiamin per day; each tablespoonful containing 6.2 mg. of the vitamin. The elixir lends itself to combination with many drugs, such as bromides, ferrous sulfate, dilute hydrochloric acid, atropine sulfate, pepsia, chloral hydrate, and sodium citrate.

Isopropyl Alcohol in Toilet Goods

Chemically and economically isopropyl alcohol has several attractions as a raw material for toilet preparations, says T. Ruemele (Manuf. Chem. & Manuf. Perf. *19:,151 1948*). *He notes that the properties of isopropyl alcohol are similar to those of ethyl alcohol. It boils at 82.9°C., and it is miscible with water, ethyl alcohol, ether, glycerine, glycol and many other organic substances. Its odor is, however, rather stronger than that of ethyl alcohol and its taste is slightly bitter. The fact that it is a far better solvent for fats, oils, lipoids and camphor than ethyl alcohol places it in a special position. The extent to which it can be used as a substitute for ethyl alcohol is limited by certain of its properties. For instance, owing to its irritant action on the mucous membrane, it is unsuitable for use in mouth-wash preparations. The odor, too, sometimes restricts its application, and this disadvantage is even more noticeable when water is present, as in such circumstances the odor appears to become considerably enhanced. As regards its possible toxicity, there appear to be some differences of opinion, but it is generally agreed that, used externally, it is harmless.*

In hair fixatives containing gums, such as tragacanth or arabic, isopropyl alcohol is rather superior to ethyl alcohol, as it has better preservative action. In hair-waving lotions containing up to 10 per cent of isopropyl alcohol the odor of the latter may be masked by the addition of 0.25 per cent terpineol. The addition of alkalies should be avoided where possible. A typical hair-waving lotion consists of:

Gum arabic	**0.3**	**parts by weight**
Borax	**2.0**	**" "**
Isopropyl alcohol	**10.0**	**parts by volume**
Water to make	**100.0**	**" "**

Aqueous isopropyl alcohol (I : I) may form a suitable basis for the preparations of stimulating hair lotions. A 35 per cent solution has been found valuable in the treatment of various skin diseases and also at other dilutions for the treatment of greasy hair. In the latter field some care has to be employed, as these products may be rather too drying when used over a long period. A bay rum, using isopropyl alcohol may be prepared according to the following formula:

Bay oil	**0.25**
Massoia bark oil	**0.05**
Ethyl acetate	**0.05**
Isopropyl alcohol	**40.00**
Caramel	**sufficient**
Water, to make	**100.00**

A further use for isopropyl alcohol has been in the manufacture of medicated hand soaps. In a related field, that of shaving cream, its use is illustrated in the following formula for brushless shaving cream:

Stearic acid	**65.0**
Water	**327.5**
Coconut oil fatty acids	**15.0**
Paraffin	**10.0**
Petrolatum	**15.0**
Isopropyl naphthalene sodium sulphonate	**5.0**
Bentonite or similar clay	**20.0**
10% sodium carbonate solution	**31.5**

Absorptivity of Ointments

Tests have been carried out by J. Rae (*Brit. J. Dermal.* 59:338, 1947) to determine the drying properties or absorptivity of fourteen ointments used in the treatment of exudatory dermatoses. In these determinations a water-soluble base was prepared as follows:

Sodium alginate (Manucol I)	**8.0 parts**
Calcium citrate	**0.4 part**
Sodium benzoate	**0.1 "**
Distilled water, to make	**100.0 parts**

To obtain comparable results it was necessary to standardize the volume of the powder incorporated in this base. Zinc oxide was adopted as a standard and each product tested contained powder equivalent in bulk to 50 per cent zinc oxide. The ointments were placed in a non-moisture-proof transparent cellulose film and partially immersed in water for 24 hours. Results obtained were:

Powder	*Strength of ointment %*	*Water absorbed %*
Nil	—	**1.1**
Magnesium trisilicate	**30**	**1.7**
Aluminium oxide	**50**	**1.8**
Silica (amorphous)	**20**	**2.0**
Zinc oxide	**50**	**2.2**
Zinc carbonate	**30**	**2.4**
Magnesium stearate	**10**	**2.8**
Starch	**50**	**3.3**
Magnesium carbonate "cosmetic"	**10**	**3.6**
Diatomite (purified kiesel-guhr)	**20**	**3.6**
Talc, purified	**30**	**3.9**
Kaolin, heavy	**50**	**4.0**
Titanium dioxide	**50**	**4.2**
Yeast (dried and powdered)	**40**	**4.4**
Aluminium stearate	**30**	**4.7**

After-Shave Powder

In a review of after-shave preparations, F. Winter (through Perf. & Essent. Oil Rec. *39:25, 1938) discusses the great advisibility of using something to prevent the soreness of the face after shaving off a stiff beard, and the respective merits of various preparations. Talcum powders give a very soothing effect on the face, and Winter gives a number of formulae suitable for this, one of which contains:*

Talc	**600**
Kaolin	**200**
Zinc oxide	**100**
Magnesium carbonate	**50**
Titanium dioxide	**50**

Barrier Cream Types and Their Evaluation

Industrial skin protective creams or barrier creams, as they are called in Europe, are discussed in some detail by E. C. M. J. Hollman (Pharm. Weekbl. *82:757, 1947). He states that barrier creams may be divided into six classes: (1) vanishing creams which fill the pores of the skin and facilitate the removal of dirt: (2) the "invisible glove" type, protecting against organic agents, and composed of gums and mucilages, protecting against water-soluble irritants; at corresponding preparation may be composed of resins and waxes dissolved in an organic solvent. A product of this class, which must be removed with an organic solvent, is as follows:*

Benzoin	**5 parts**
Yellow beeswax	**2 "**
Wool fat	**5 "**
Alcohol, to make	**100 "**

(3) Ointments which fill the pores and cover the skin with a fatty layer as a protection against water-soluble irritants and also petroleum derivatives. A wetting agent such as sodium lauryl sulfate may be added to make removal by water easier. (4) Protective ointments containing acid or alkaline or other neutralizing substances. Anti-gas ointment belongs to this category. (5) Ointments containing inert powders to form a protecting layer. This type is useful as a protection against mechanical injury from grinding powder, glass splinters, metal filings, or sand. A typical formula is:

Zinc oxide	**5 parts**
Talc	**5 "**
Ferric oxide	**1 part**
Carrageen	**2 parts**
Benzoin	**2 "**
Water	**10 "**
Alcohol	**15 "**
Vanishing cream	**60 "**

(6) Preparations protecting from certain wavelengths of light. It was observed that workers exposed to pitch and pitch vapor indoors suffered little from dermatitis, while those who worked with pitch outdoors suffered from dermatitis and pigmentation. This was due to the presence of photosensitizing substances in the pitch, which brought about changes in the tissues of the skin under the influence of sunlight. A barrier cream absorbing light from 530 to 390 mm is required to prevent the action.

In testing barrier creams, a film is first formed by drying the cream on glass, and then it is carefully removed and placed in the liquid against which the resistance is to be tested. If the film loses its consistency, it is of no value. Resistance to penetration of aqueous solutions may be tested by coating typing paper with a layer of sugar containing 0.5 per cent of rhodamine, the film being coated on top of this layer. The time required for the solvent to penetrate the layer may then be observed in ultraviolet light, so that penetration is indicated by fluorescence. In removing protective creams, pumice, sand and similar materials must not be used as they produce injury to the skin.

Antioxidant Combination Improves Vitamin A Stability

In a report presented at the 113th national meeting of the American Chemical Society in Chicago, C. J. Kern, T. Antoshkiw and M. R. Maise gave the results of tests on the influence of antioxidants upon vitamin A stability. To be certain that the results would be of real practical value, the antioxidants were tested under extreme conditions. For example, the vitamin A oils were heated to 60°C in the presence of various amounts of antioxidants and tested at 24-hour intervals up to 144 hours. The best antioxidants were further studied by heating the oils in the presence of the antioxidants at 30° and 60°C. and passing free flowing oxygen over the surface of the samples. The highest degree of protections was found with 4 per cent lecithin, in most cases higher than with 2 per cent tozopherols (vitamin E). A combination of 4 per cent lecithin and 2 per cent tocopherols gave the best protection of any antioxidant tested. Use of this combination resulted in a retention of 80 per cent or more of vitamin A potency as compared with 10 per cent retention in the unprotected oils. The question arose whether the lecithentocopherol combination interferes with the absorption of vitamin A in the body. To determine this, the amount of vitamin A in the blood before and after the administration of the vitamin A was tested in adults. In all cases a better absorption of vitamin A was indicated by higher blood levels.

Lubricants in Tablet Manufacture

In a report on lubricants in compressed tablet manufacture, J. E. Wolff, H. G. DeKay and G. L. Jenkins (J. A. Ph.A. *Scient. Ed. 36: 407, 1947) present theoretical discussion of the possible causes for sticking and binding during the compression of granulations together with fundamental research on the mode of action of a lubricant. One hundred seventy-one water-soluble compounds were studied for lubricating properties. As a result of this work, the investigators have arrived at the following conclusions:*

1. Most of the lubricants employed in tablet manufacture are insoluble in water and appear to be more effective than water-soluble lubricants.

2. A lubricant does not develop a granule but becomes lodged in the roughened cavities of the surface.

3. A lubricant may play a part in the conductance of an electric charge produced during compression as a static charge passed off more readily from some of the lubricated granulations than from others and much more rapidly from a lubricated than from a nonlubricated granulation.

4. A lubricant applied in solution form is more effective than a powder dusted on the granulations.

5. The type of lubricant plays a part in the disintegration of a tablet since food products generally caused tablets to disintegrate more rapidly then wetting agents, soaps, or chemicals.

An important observation is that 2 per cent of a compound consisting of equal parts of Dreft (Proctor & Gamble), sodium oleate, and Maprofix (Onyx Oil & Chemical Co.) gave satisfactory lubrication to 72 per cent of the granulations studied by these investigators.

Mouth Wash Concentrate

An improve formula for making a mouth wash concentrate is given in the January 19, 1948 issue of the *N.A.R.D. Journal*. Employing a modern wetting agent and dispensing with alcohol, the following formula, one of several tested, was found to yield the best preparation:

Oil of cinnamon	**1 cc.**
Oil of cloves	**1 "**
Oil of peppermint	**1 "**
Oil of anise	**1 "**
Soluble saccharin	**1 Gm.**
Zinc chloride	**6 "**
Sorbitan monolaurate (Tween 20)	**12 cc.**
Distilled water, to make	**30 cc.**

Mix the oils with the sorbitan monolaurate. Dissolve the zinc chloride and saccharin in sufficient distilled water to make 14 cc. Add this aqueous solution to the mixture of the oils and sorbitan monolaurate.

This produces a clear solution when five drops of the concentrate are added to one ounce of water. The resulting solution makes a pleasant mouth rinse.

Hands Can't Resist

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Advancing Therapy

Vitamin E and Vascular Disease

The fact that animal experiments with diets deficient in vitamin E disclosed vascular abnormailties and that vitamin E in the form of tocopherols exerted favorable effects in lesions involving vascular degeneration. induced E. V. Shute, A. B. Vogelsang, F. R. Skelton and W. E. Shute (*Surg., Gynec. & Obstet.* 86:1, 1948) to try treatment with tocopherols in patients with vascular disease. They report observations on 22 patients with thrombophlebitis or phlebothrombosis. Fresh thrombi are often associated with a low platelet count. Clinical improvement in these patients was coincident with a rise in platelet count. A decrease of platelets and a persisting high sedimentation rate on tocopherol therapy is an indication either of recurrence or extension and demands an increased dose. These investigators also observed the effect of tocopherols on 13 patients with indolent ulcers of leg and ankle. The response is ascribed to an improvement in local arteriolar circulation and to better utilization of oxygen by the tissues. Of 3 cases of gangrene of the extremities in which they employed tocopherol, 1 is described in which amputation of both legs above the knee seemed necessary. After tocopherol treatment amputation was no longer necessary. Tocopherol might be helpful in frostbite and immersion foot. The tocopherols should be helpful wherever improved arteriolar circulation or better oxygen utilization is desired. About 200 to 300 mg. of alpha tocopherol per day seems to be the average therapeutic level.

Burns and Vitamin Metabolism

In a study of vitamin metabolism after burns, C. C. Lund and his associates (*Arch. Surg.* 55:557, 1947) found that after severe burns there were considerable alterations in the metabolism of ascorbic acid, thiamine, riboflavin and nicotinamide. The extent of the abnormalities paralleled the severity of the burn. The changes were greatest in the early period following injury but continued in some cases far into the chronic stage. In this respect, the upset in vitamin metabolism parallels the upset in nitrogen metabolism which follows burns. The investigators think that large doses of ascorbic acid, thiamine, riboflavin and nicotinamide are needed by severely burned patients and that some supplementation at a lower level is needed for many patients with burns of moderate extent. It is suggested that 1 to 2 Gm. of ascorbic acid, 10 to 20 mg. each of thiamine and riboflavin and 150 to 250 mg. of nicotinic acid be given daily to severely burned patients and that the doses may be needed for long periods. These vitamins alone will not satisfy the nutritional needs of the patient, which include a high protein, high carbohydrate diet and ample quanties of yeast, crude liver extract (given orally) and vitamins A and D.

Chemotherapy of Leprosy

According to G. H. Faget and P. T. Erickson (*J.A.M.A.* 136:451, 1948) the medical world is in a transitional period as far as the treatment of leprosy is concerned. It seems that chaulmoogra oil will gradually be abandoned as an inadequate remedy and that the sulfone drugs will replace chaulmoogra oil until a better treatment is evolved. They report that in the chemotherapy of leprosy with the sulfone drugs "promin," "diasone" and "promizole," objective clinical improvements are produced which are sustained and cannot be attributed to spontaneous remissions in the disease. These objective improvements, although slow in their development, are progressive during the course of treatment. They are substantiated by the photographic changes which occur in the lesions. Laboratory examinations indicate that the sulfone drugs have a bacteriostatic action in leprosy. Since the sulfone drugs are slowly acting chemotherapeutic agents, further research should be continued in the hope of discovering more powerful bactericidal agents. Faget and Erickson are of the opinion that streptomycin is an antibiotic deserving further investigation as a possible chemotherapeutic agent for leprosy. Toxic effects, however, seem to be too severe in comparison with results obtained.

Streptomycin + Sulfadiazine vs Brucellosis

The report prepared by W. W. Spink, W. H. Hall, J. M. Schaffer and A. I. Braude (*J.A.M.A.* 136:382, 1948) covers a series of experimental and clinical investigations on the specific therapy of brucellosis that have been carried out during the past ten years in the laboratories and clinics of the University of Minnesota Hospitals, and the results indicate that there is a more satisfactory approach to the treatment of human brucellosis. A chick embryo technic being utilized, s c r e e n i n g of therapeutic agents has been carried out. The combined administration of sulfadiazine and streptomycin proved to be more effective than either agent alone. A remarkable correlation of therapeutic results in infected chick embryos and human patients has been observed.

Nine patients have been treated with a combination of sulfadiazine and streptomycin, w h i c h h a s yielded more satisfactory results than any other therapy used to date. It is recommended for the present that streptomycin be administered intramuscularly in doses of 0.5 Gm. every six hours for seven days. Therapy with sulfadiazine should be initiated simultaneously with an oral dose of 4 Gm. and then 1 Gm. every four hours for at least two and preferably three weeks.

Bacitracin in Dermatologic Infections

In continuing their search for effective local agents against pyogenic infections of the skin, J. L. Miller, M. A. Slatkin and B. A. Johnson (*J. Invest. Dermatol.* 10:179, 1948) became interested in the new antibiotic, bacitracin. All of the 165 patients were treated with an ointment containing 480 units of bacitracin per gram. The ointment base was made up with 45 parts of Carbowax 4000 and 55 parts of propylene glycol. These substances are heated over a free flame until well mixed and then sterilized by dry heat at 140°C. for two hours. This base may be kept soft in the incubator and

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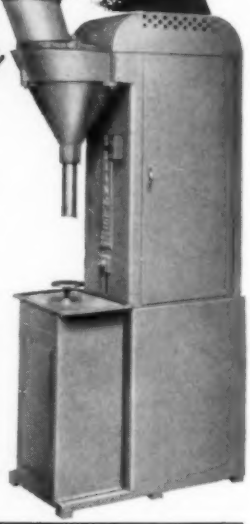

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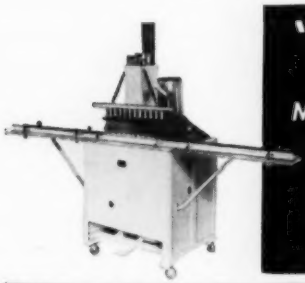

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the bacitracin added when desired. When kept in the icebox, the ointment thus prepared remains potent for about six months, retaining full activity for as long as two months. At room temperature the ointment loses 50 per cent of its potency in one week. Crude bacitracin for incorporation into the ointment is available commercially. It remains stable in aqueous solution at 5°C. for eight to twelve months. Bacitracin may be lyophilized and in this dried state in vacuum vials remains stable indefinitely at room temperatures. The ointment used melts at body temperature and since bacitracin is water-soluble, the antibiotic is brought into close contact with the offending organism.

It was found that this ointment is an effective agent against superficial pyogenic infections. In impetigo, the median time of cure with bacitracin ointment of 8 days compares favorably with 6 days when penicillin or sulfonamide ointments were used. The bacitracin ointment used caused a contact type of dermatitis in less than 1 per cent of cases. Patch tests after treatment, even at sites of former dermatitis, were all negative. The effectiveness and low sensitizing potential or bacitracin suggest its trial in infectious eczematoid dermatitis, folliculitis, vesiculopustular eruptions of the hands, and in the secondary infections accompanying many dermatoses. In general, organisms known to be sensitive to penicillin were found to be sensitive to bacitracin. There was no significant correlation between sensitivity of the organism to bacitracin and clinical results. The investigations point out that the use of both the sulfonamides and penicillin ointments is opposed by many dermatologists, today, because of their sensitizing capacity precluding the use of the medicament in serious illnesses in a significant number of cases. Only time will tell whether this objection will also apply to bacitracin.

Vitamin C for Virus Pneumonia

In his report in *Southern Medicine and Surgery* (110:36, 1948), F. R. Klenner describes the effectiveness of Vitamin C in the treatment of virus pneumonia. Used in 42 cases over a five-year period such therapy has given "excellent" results. The series comprised types of cases varying from very slight consolidation to those resembling lobar pneumonia. Vitamin C was given in massive doses, the intravenous and intramuscular routes being used to assure absorption. When a diagnosis of virus pneumonia was made, the patient was given 1,000 mg. vitamin C intravenously every six to twelve hours. When the diagnosis was established in the home, the usual initial dose was 500 mg. given in the gluteal muscle; subsequent injections being given intravenously. In infants and very small children, 500 mg. intramuscularly every six to twelve hours was the method of choice. From three to seven injections gave complete clinical and X-ray response in all of the cases. In almost every instance, the patient felt better within an hour after the first injection and noted a very definite change after two hours. Nausea and headache were also relieved after the first injection. A fall in temperature within several hours was the rule.

Highly Purified Toxoids

Success in obtaining highly purified toxoids as protective agents to be used against diphtheria and tetanus should lead to an intensified effort to purify other toxins, toxoids, and bacterial antigens for effective use against other infections. This was predicted by L. Pillemer in a lecture before the New York Academy of Medicine on February 18, 1948. He described how he and his associates had purified the toxoids of diphtheria and tetanus. The method of purification involves the employment of mixtures of methyl alcohol and water under carefully controlled conditions of low temperature, acid-alkaline balance and ionic strength. The process is now being carried out on a commercial scale, and the products are being widely distributed.

Purified diphtherial and tetanol toxoids obtained by the low temperature methanol method are now commercially available. They possess a number of practical advantages which may be summarized as follows: These toxoids, which are more than 200 times purer than crude preparations, generally do not elicit side reactions when administered to children and adults. In general it is no longer necessary to carry out reactor tests, and "booster" doses may be given without hesitation. The immunity obtained with these products is durable and of high order. The immunizing power of toxoids is potentiated by alum precipitation, but unfortunately alum occasionally produces local irritation at the site of the injection. Since the newer preparations contain fewer solids, they can be precipitated with one-tenth the amount of alum required for crude toxoids. Side reactions to alum are therefore minimized. The addition of glycine to the toxoid preparations permits sterilization by filtration and allows storage of these preparations for long periods of time under extreme temperature conditions without deterioration. Finally, since these toxoids are pure and stable they can serve as primary standards for the biological evaluation of products of equal or lower purity.

These advantages should lead to an increased use of toxoids for the prevention of diphtheria and tetanus. They should also lead to an intensified effort to purify by similar methods other toxins, toxoids, and bacterial antigens.

DDT Lotion for Scabies

There are many methods for treating scabies. Each gives good results but may have certain undesirable qualities. A new approach to the treatment of this condition is described by L. C. Goldberg (*Arch Dermat. & Syphil.* 56:871, 1947). He reports that in a six month period, 307 patients with scabies have been successfully treated with a 7 per cent solution of DDT (dichlorodiphenyltrichloroethane) in equal parts of xylol, ether and liquid petrolatum. The lotion is applied once a day for three days, and the average patient uses between 240 and 300 cc. of fluid. The usual procedures of changing and cleaning clothes and bedding are recommended. Spraying or rinsing the clothes in a 5 to 7 per cent DDT solution might further decrease the incidence of relapse or infestation. No untoward symptoms, such as dermatitis venenata or changes in the blood elements or urine, were observed. No doubt, as with all drugs, there will be some untoward reactions, but to date none has been noted. Ninety-five per cent of the patients treated did not experience pruritus after the first treatment. Six per cent of the patients required further courses of treatment. Though this is not a large series of cases and many could not be followed for long periods of time to permit drawing any final and definite conclusions, Goldberg believes that DDT will figure importantly in the treatment of scabies.

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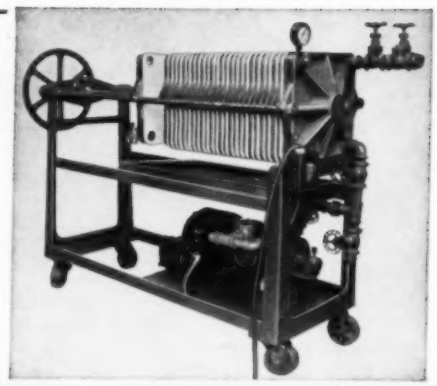

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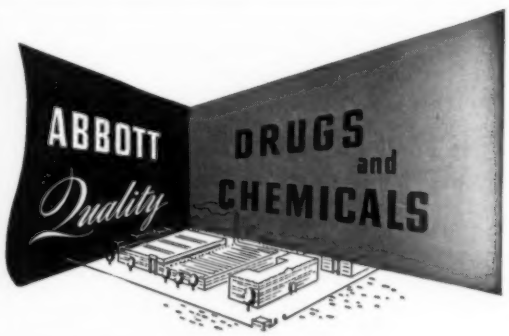

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Industry's Books

Textbook of Medicine, by various authors edited by Sir John Conybeare, K.B.E., M.C., D.M. Oxon, F.R.C.P., Physician to Guy's Hospital, London, Eighth Ed., 1170 pp., Williams and Wilkins Co., Baltimore, $8.

Less than eighteen months have elapsed since the publication of the seventh edition of this work. In most sections there have been only relatively minor alterations. Wing-Commander Lipscomb has largely rewritten the articles on malaria, blackwater fever, bacillary dysentery and typhus, and that on effects of heat has been rewritten and transferred to the Tropical Diseases section. In the Endocrine section there is a new article on the Menopause and many alterations have been made in the articles on Thyrotoxicosis and Diseases of the Pituitary. In the last edition there was purposely little information about penicillin. In view of the increased availability of this valuable drug and the large amount of literature regarding its use, a section has been added dealing with this form of chemotherapy. Wing-Commander R. H. Winfield has contributed an appendix on Aviation Medicine, in which there are brief accounts of some of the major problems which arose in connection with the high speeds and great altitudes attained by modern aircraft. A table of physiological normals has been added on the inside of the front cover.

Micromeritics, The Technology of Fine Particles, by J. M. Dallavalle, Second Ed., 555 pp., Pitman Publishing Corp., New York, $8.50.

This standard book deals with a new field of engineering and contains the only published theory regarding the behavior of particles under pressure. Particle-measurement, size distributions, packing arrangements, physical properties, and industrial applications are fully discussed. The original edition has been thoroughly revised and new chapters added dealing with behavior and diffusion of particles, surface phenomena, smoke and dust clouds, and the theory of sampling. In addition, new material has been included in practically all of the other chapters and references have been brought fully up to date. Some illustrations have been enlarged and 30 new figures added. The author's discussion on the behavior of particles in an electric field is extremely comprehensive. The developments presented in the chapter on sampling are wholly new and offer a means for re-examining the problem of probe sampling. There are also many completely worked out examples to aid the student in understanding the significance of formulas presented in the text. The author stresses the fundamental aspects of particle-measurement and physical and chemical behavior. All the material provided will prove invaluable in the analysis and control of industrial dust.

The Principles and Practice of Medicine, (originally written by William Osler, M.D., F.R.C.P.,) by Henry A. Christian, A.M., M.D., LL.D., Hersey Professor of the Theory and Practice of Physic, Emeritus, Harvard University; Sixteenth Ed., 1539 pp. D. Appleton-Century Co., New York, $10.

This edition, the sixteenth, of The Principles and Practice of Medicine, has been prepared under single authorship, as was the case with the first edition by Osler. Since the fifteenth edition was published in 1944, many advances in the principles and practice of internal medicine have been made. The use of chemotherapeutic drugs, notably the sulfonamides and penicillin have been very clearly delimited by experience. Streptomycin and other substances are giving promise of becoming valued additions to our therapeutic armament. This has necessitated extensive changes in the sections on treatment of almost all of the infectious diseases. In the field of etiology and epidemiology advances, too, have come, and their inclusion has required further revision of the discussion of numerous infectious diseases. A number of new terms for groups of infectious diseases have been introduced and discussed in order to bring into closer correlation diseases apt to be regarded as entirely separate and distinctive disease entities; such terms as aalmonellosis, listerellosis, rickettsiosis, treponematosis, leptospirosis, borreliosis and trypanosomatosis are of this nature. Some new clinical syndromes have been crystallized out and even new diseases have been recognized, both to find place in this new edition. Also of some diseases, well understood over long years, better understanding, particularly of their pathological physiology and diagnosis, has resulted from continued study, aided by the use of an ever increasing array of new technical methods and new or improved forms of apparatus applicable to the clinical examination of patients. These are additional reasons for changes from some of the descriptions as found in previous editions. Malaria, typhus and other rickettsial diseases, scarlet fever and other streptococcic diseases, the atypical pneumonias, viral gastroenteritis, some of the endocrine disturbances, various diseases of the central nervous system including cerebral localization and other sections, for various of the reasons just cited, have been revised, Catarrhal jaundice and Weil's disease are terms, among others, which have been discarded, these to be replaced by hepatitis with consideration of its several varieties, bacterial, leptospiral, amebic, viral, chemical and toxic.

The Genius of Industrial Research, by D. H. Killeffer, 263 pp., Reinhold Publishing Corp., New York, $4.50.

This treatment of modern industrial research and its methods is intended primarily to guide the ambitious young researcher to a better understanding and a surer mastery of his craft. The fascinating account of how many important modern developments were achieved are quoted directly from original presentations by those responsible. The point of view throughout is that of the individual researcher and not that of management or direction. Described at length are the research methods which produced high-octane gasoline; the gas-filled tungsten-filament electric lamp; celluloid, the synthetic plastic; accelerators of rubber vulcanization; modern refrigerants; synthetic rubber, and many other researches that have caused revolutions in industry. All chemists, directors of research, plant supervisors and development engineers will find this book interesting and useful.

Perfumer's Shelf

Ageing of Perfumes

The importance of ageing, not only with regard to the quality of perfumes but also with respect to their value is stressed by H. Collumbier (*Al. Chemist* 2:44,1948). In explaining what is meant by "ageing," he points out that the odor of an aromatic mixture either diluted in alcohol or undiluted is not constant. It varies according to the age of the mixture. Such variations, which are very considerable during the first months following the manufacture, decrease with the passing of time and after some years they tend to stabilize.

Just what happens during the ageing period is not fully understood, but a more than plausible hypothesis has been worked out to account for the essential aspects. The chemical composition of aromatics is very varied. There exist alcohols, aldehydes, esters, ketones, lactones, terpenes, phenols, etc. All those substances are put together. It would be illusory to think that they will all remain together without reacting, even if it were only a small extent. As a matter of fact they react. Most of the reactions which occur are very complicated and little known. One can very well imagine the more simple among them, e.g. the reaction of anthranilates with aldehydes such as hydroxycitronellal, the alpha-amylcannamic aldehyde, the phenylacetic aldehyde forming Schiff bases; the reaction of aldehydes with alcohols forming acetals, the ketonic condensation, etc. All those reactions are incomplete and occur in an extremely slow manner. But all possible reactions are not useful. Some of them have an unfavorable influence on the quality of the perfume and must be avoided. This is not so very difficult: the aromatic mixtures should be allowed to age in cool dark places, in colored glass containers or tinned copper containers, preferably filled entirely. Reactions which must be avoided are oxidations and such others as tend to destroy the molecules. That is one of the reasons why ageing in an alcoholic solution is preferable. Alcohol appears to prevent undesirable oxidations and plays an important part as a reactive in the ageing process

It is difficult to explain the effects of ageing, but it can be said that the odor of an aromatic mixture is much finer, much sweeter, much more rounded off, much more powerful and much more persistent when the mixture has aged than when it has not. The change is considerable, and even the experienced perfumer, who does not underestimate the effects of ageing, is ever and again surprised by almost incredible results. Indeed, it is hard to believe that a compound which gives only moderate results in soap when used with 8 to 10 Gm. per Kg., will achieve most excellent results in the same soap with ¾ Gm. after having aged for one year. Another essence which seems to decompose in creams or face powders when freshly prepared appears to be the ideal essence for perfuming those cosmetics after sufficient ageing.

Attempts at artificial ageing have not resulted in any conspicuous success. Accelerating the reactions which are responsible for the ageing by using catalyzers has been tried. Although the idea has its merits, it seems that the ideal catalyst has not yet been discovered. The problem is a difficult one because a "factor" must be found which does not catalyze one single reaction but a number of reactions.

In concluding his brief discussion, Collumbier makes some very pertinent recommendations, as follows:

1. If you wish to make suitable products, never omit the ageing phase.
2. When using compounds, never wait for placing a new order until your stock is exhausted. Do not forget that the new parcel will always be inferior to the former, as it will be younger. If you have waited too long ordering new perfume oils and if you are in urgent need of them, the difference may become catastrophic.
3. It is preferable to stock your essences intended for the manufacture of perfumes and lotions in alcoholic medium.
4. Never allege that you cannot let your essences or perfumes age because of the large investment of unproductive capital. This is absolutely false. The capital invested produces a 50 per cent interest, as the value of the perfume will double within two years.
5. Here is a purchasing policy which prevents much trouble when buying compounds. See to it to have a sufficient stock of essences to work during two years. Every 6 months buy the quantity which you have used and mix it with the balance of your stock. This will prevent sharp differences in quality which are always very unpleasant. You will have an essence of an average age of one year and of a practically constant quality and yield.
6. If you think that you can disregard the "time" factor and if at the same time you think you are a perfumer, change your trade.

Oakmoss Oils

It is pointed out in a note in the *Perfumery and Essential Oil Record* (39:62, 1948) that essential oils from the lichens, most commonly from the oakmoss, are becoming more popular and the possibilities of growing large amounts of lichens for production of oils in this country has been studied. *Evernia prunastri* and *E. furfuracea* are perhaps the two most common species used for oil experiments; others also used are *Ramelina* species and *Alectoria* and *Parmelia*. Lichens obtained from oak forests are light green and rich in *E. prunestri*, while those in conifer woods are grey in color and have a pine-like odor. These are found in more northern districts, When gathered the lichens are dried and stored in a cool, dry and airy place. During this time the perfume develops. They are then solvent extracted, there being two types of solvent used. The first is alcohol, which may have some chemical action, the second being either benzene, petroleum ether or acetone. Seldom is acetone used and usually petroleum ether gives a better product but lower yield. Benzene extracts more color than petroleum ether, but is usually preferred. The lichen is moistened with warm water 24 hours before extraction to increase permeability of

the cells, and is then drained and dried in air. The extraction with benzene is carried out at boiling point for several hours, the extract then being filtered and evaporated *in vacuo* to the desired concentration, or in many cases to dryness.

Petroleum ether and benzene resinoids are waxy and soapy, the benzene products being dark green. They are extremely difficult to decolorize, the effect of decolorizing carbons being to produce a dark amber product which becomes darker by subsequent action of air. Their melting points usually lie between 48°–52° C. Their chemical compositions have been investigated by a great number of workers, and it is generally found that the product from *E prunastri* contains evernic acid, *d*-usnic acid and atranorine and chloratranorine.

Increasing Musk Yields

It is claimed in British Patent 582,-326, granted to Burton T. Bush, Inc., that methods of preparation have been devised that increase by as much as 50 times the quantity of musk odor-bearing material obtainable from the muskrat. A cyclic ketone material is prepared by saponifying the liquid fat in the glands of the muskrat and also oxidizing the high molecular cyclic alcohol in the none-saponifiable part.

The glands can be extracted by the use of petroleum ether or other fat solvent, or else expressed to obtain the liquid contents. In experiments the yield of crude distilled musk was about 2.1 per cent of the weight of the fresh glands.

Four fractions were obtained by fractional distillation, each with a more or less pronounced odor. The product obtained may be used as perfume or mixed with other perfumes in substitution for the natural animal products, musk and civet. Variations in method of production are possible. After the saponification the fatty acids can be precipitated with an alkaline earth salt such as calcium chloride. The product obtained has a fine musk odor and consists mainly of cyclopentadecanone and cycloheptadecanone.

Mace and Nutmeg

A note in *Science News Letter* for March 6, 1948 reminds us that the plant that produces *mace*, widely used spice, produces nutmeg also; mace is the covering which envelopes a part of the shell of the nutmeg and one can not be grown without the other.

Properties of Washington and Oregon Peppermint Oils

Since its introduction in 1919, peppermint cultivation in the states of Washington and Oregon has developed into a large and flourishing industry. Four distinct types of peppermint oil, *viz.*, C, E, S and K, are produced, depending upon the particular district in which the peppermint is grown. The district producing type C oil lies along the Washington and Oregon sides of the Columbia River, about 40 miles from the ocean. Type E oil is produced along the upper Willamette and lower McKenzie Rivers in Oregon. Type S oil is obtained from the peppermint grown in the central section of the Willamette Valley in Oregon. Type K oil is produced in eastern Washington, a dry region requiring irrigation.

Since the oils from the various localities are distinct in their odor and flavor, it is reasonable to assume that some of their physical and chemical constants would vary. Lack of significant data on the chemical and physical properties of these oils has been remedied by the four-year study of P. A. Tornow and L. Fischer (*J. Am. Pharm. Asso.*, Scient Ed. 37: 76, 1948). A comparison of the *average* physicochemical constants of the various types of peppermint oils with the standards of the U. S. P. oil is given in the table below:

Type of Oil	Ester, %	Total Menthol	Optical Rotation. 100 Mm./25°	Specific Gravity 25°/25°	Refractive Index, 20°
C	5.60	53.90	−23.5	0.9018	1.4629
E	7.57	59.21	−24.7	0.9020	1.4621
S	7.36	57.05	−23.03	0.9032	1.4633
K	6.34	53.06	−16.7	0.9086	1.4651
U.S.P.	Not less than 5	Not less than 50	−18 to 32	0.896 to 0.908	1.4590 to 1.4650

From this table it is apparent that the average ester and menthol content of the four types of natural peppermint oils meet the U. S. P. standards. Likewise the optical rotation, specific gravity, and refractive index of types C, E, and S natural oils conform to the pharmacopoeial requirements. However type K with an average rotation of −16.7 is lower than the official standard. Furthermore the specific gravity of type K, 0.896 and refractive index, 1.4651 are slightly higher than the official limits. One must bear in mind that all of these values are based on natural oils and under normal rectification there is an alteration to a certain extent of the constants in redistilled oils. Preliminary studies indicate that the specific gravity and refractive index of type K peppermint oil will fall within the U. S. P. limits upon rectification. However, the optical rotation is not sufficiently altered by this treatment to conform to the standards of the Pharmacopoeia.

Also included in the report are data on the solubility of the Washington and Oregon peppermint oils in 70 per cent alcohol. This information, representing the average of a large number of samples of each type of oil, is given in the following table:

Type of Oil	Soluble, %	Insoluble, %
C	95.41	4.59
E	97.04	2.96
S	98.55	1.45
K	85.00	15.00

Cyclization of Citral and Citronellal

The kinetics of the acid-catalyzed cyclization of citral and citronellal are discussed at length by C. C. Price and M. L. Oickman (*Ind. & Eng. Chem.* 40: 257, 1948). They state that citral and citronellal undergo a series of transformations in dilute aqueous acid solution, the first of which has been shown to be a first-order reaction with respect to the aldehyde concentration and directly dependent on the acid concentration. Analysis has demonstrated that this initial reaction involves the simultaneous disappearance of the aldehyde group and one double bond. On the basis of these observations, a mechanism has been outlined which may be considered as a cyclization involving an internal Prins reaction.

Essential Oil from Clausena anisata

Following a review of the literature concerning the leaves of *Clausena anisata*, T. M. Meyer (*Rec. trav. chim.* 66: 395, 1947) reports that distillation of the leaves yielded 3.4 to 7.1 per cent of oil which solidified on cooling. The young leaves yielded a higher oil content, ranging from 6.4 to 8.2 per cent. The leaves were picked and distilled and the physical constants were determined every month of the year, but the seasonal variation in the oil was slight; the specific gravity ranged from 0.9725 to 0.9835, while the index of refraction varied from 1.5526 to 1.5594. About 80 per cent of the oil distilled at 233-40°C (specific gravity 0.9810, index of refraction 1.5558), and about 10 per cent distilled at 234-7°C. The main constituent was anethole, comprising 74.3 to 89.6 per cent of the essential oil as indicated by methoxy determination. A small amount of anisaldehyde was separated by shaking the oil with sodium bisulfite; it was identified by its para-nitrophenylhydrazone, melting at 160°C.

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Abreast of the Markets

Stability of Fine Chemical Prices Noted. Cod Liver Oil Underproduction Firms Market. Menthol Advances.

For the most part, the trading period under review was lacking in events so far as prices were concerned. It was a period of stability with respect to most quotations, a condition that also found reflection in the stabilized demand for most products.

Advancing prices on menthol were in slight measure countered by a further recession in mercury quotations. Cod liver oil was one of the strong points. Underproduction of new crop oil and an unshrinking demand, particularly in Europe where fats of all kinds were short, accounted for the firm position of this item.

Other price developments included higher quotations on nicotinic acid and argols, and a lowering of the market on cocoa butter, ethyl acetate, and riboflavin.

Production of acetanilide, acetone, ascorbic acid, normal amyl and isoamyl acetate, butyl alcohol, dibutyl phthalate, 85 percent ethyl acetate, ethyl ethers, ethyleneglycol, formaldehyde, natural and synthetic methanol, niacin and niacinamide, phenobarbital, and thiamine hydrochloride during the month of February made a total of 192,081,828 pounds, according to production figures lately supplied by the U. S. Tariff Commission. The total in January was 241,167,874 pounds. The drop of 49,086,046 pounds was about 20 percent of the January output.

February production of ethyl alcohol at industrial alcohol plants amounted to 20,951,000 proof gallons, bringing the total for the first three quarters of fiscal 1948 to 218,115,000 proof gallons compared with 154,012,000 proof gallons during the corresponding period of 1947.

Penicillin production, continuing the upward swing, totaled 6,601 billion units in January, an increase of 111 percent from the output of January 1947.

Streptomycin production in March totaled 2,201,628 grams, a gain of 34 percent from the preceding month and 424 percent when compared with the January 1947 output.

A strong international situation exists in cod liver oil. Underproduction in Norway has been accompanied by overdevelopment of demand, especially for European account and the whole has been reflected in a steadily strengthening price position for this oil in all markets.

Much of current demand in this market is to provide for the large needs of the next major season for consumption—Fall and Winter.

The United States received a total of 1,520,247 gallons of cod liver oil, valued at $3,195,469 during 1947, compared with 5,228,637 gallons and $3,326,496 in 1938. The most important suppliers were as follows (1938 figures in parentheses): Iceland, 624,713 gallons, $1,404,686 (1,102,825 gallons, $876,460); Norway, 379,748 gallons, $790,555 (1,725,170 gallons, $1,083,291); Newfoundland, 256,915 gallons, $483,047 (216,790 gallons, $126,220); Canada, 123,296 gallons, $234,950 (154,695 gallons, $87,319); United Kingdom, 74,250 gallons, $155,938 (630,946 gallons, $383,881).

Arrivals of cod liver oil in the United States during the first 2 months of 1948 aggregated 405,007 gallons valued at $840,163. These shipments came from the following countries: Canada, 39,141 gallons, valued at $109,035; Newfoundland, 41,710 gallons, $91,849; Iceland, 241,163 gallons, $488,858; Norway, 42,123 gallons, $90,513; the United Kingdom, 11,000 gallons, $21,797; Chile, 23,619 gallons, $28,686; and Denmark, 6,251 gallons, $9,425.

The catch of cod fish in the Lofoten fishery of Norway during the current season is disappointing, and cod liver oil output is expected to be small, reports the European press.

Arrivals of miscellaneous fish liver oil in the United States during the first 2 months of 1948 totaled 651,199 pounds valued at $1,458,745. During 1947, receipts of these fish liver oils in the United States amounted to 1,159,248 pounds valued at $4,591,887, as compared with 2,560,061 pounds valued at $5,170,777 in 1946.

• Prices quoted in this section were current on the first of this month.

The shark liver industry in the State of Colima, Mexico, is experiencing a deflationary period. Many of the fishing boats that formerly engaged in this industry are now idle.

During World War II, there was a brisk demand for shark livers because of their vitamin A content. Sharp competition for the product led several United States firms to advance capital to shark fishermen in Colima, perhaps with insufficient regard for the security of their loans. It was stated that losses on such loans exceeded $100,000.

Easy credit led to some overexpansion in the fishing fleets, with the result that a leveling-off was almost inevitable after credit was restricted and demand dropped. However, according to the company which is the principal Mexican consumer of shark livers and which operates a modern plant at Guadalajara for the concentration of vitamin A from shark livers, the industry has actually reached a normal rate of operations.

According to figures compiled from data supplied by the Bureau of the Census, U. S. Department of Commerce, stocks of cod liver oil in the United States amounted to 5,058,000 pounds as of February 29, 1948. Other liver oils in stock here as of February 29 totaled 2,357,000 pounds.

Menthol Price Up

Speculation accounted for the strength prevalent in the spot menthol market but importers as a whole were still not convinced that the strength is more than temporary. Prices are above a legitimate position based on availability of material and apparent consuming need. However, quotations advanced to $8.60 and $8.70 per pound on spot and the market in Brazil showed strength.

Output of menthol crystals in Brazil, which expanded spectacularly during the war, dropped substantially after 1945. In 1947, a total of 313,000 kilograms of the crystals were exported

(*Continued on page 825*)

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No Stop to Sliding Essential Oil Prices Noted. Sales Resistance to Expensive Perfumes Affects Oil Sales.

Downward pressure on essential oil prices continued into the current trading period with reductions noted in eucalyptus, sandalwood, cedarwood, cardamom, cinnamon bark, citronella Ceylon, Bourbon geranium, juniper wood, Italian lemon, mace, sassafras artificial, and wormwood oils.

Over stocks of soap were playing a part in keeping items going into to this field confined to jobbing quantities. Sales of perfume oils have been affected adversely by consumer sales resistance to high priced perfumes. These conditions found reflection in the volume of trade being done by the sellers of basic raw materials and account for the present low position of practically all prices.

Essential oil imports aggregating 515,197 pounds in February were down 37 percent from the previous mouth. Of 46 oils reviewed, 25 recorded import decreases, 13 represented increases and 8 failed to appear on customs lists in either month.

Exports of geranium oil from Reunion Island during 1947 totaled 48 metric tons. Of this amount the United States received 10.7 metric tons, valued at 17,157,000 francs.

About 68.000 pounds of citronella oil were shipped from Shanghai, China, to the United States during 1947 and in the first 2 months of 1948. This oil is produced in Formosa along the northwestern coast, especially near Tahu, Mori, and Tai Chu. The oil is of the Java type, and the plant is grown on small plantations started by the Japanese in 1939. Total annual production, estimated at 200,000 pounds, is reportedly increasing.

The largest portion of the Formosan oil is exported to the United States, according to well-informed sources. A smaller percentage goes to Europe, and about 20 percent is used in local Chinese manufacture of cosmetics.

Patchouli Oil Down

A new price of $9 a pound for oil patchouli was announced recently which represented a decline of $1 from previous quotations. Some prices were still up to $15, the spread being attributable to the various qualities and places of origin of the oil.

The Department of Commerce reported that during December of 1947, 3,273 pounds of this material were brought into the United States, but in the month that followed the figure dropped to 2,844. Supplies were still at good levels, however, but there was not a great deal of interest being shown by buyers in taking on replacement orders at this time.

Mexican Lime Oil

The lime oil industry in the State of Colima, Mexico, has practically disappeared. The heavy demand for lime oil during the war brought about an increase in production that placed that commodity in a leading position among Colima's industrial products. The almost total lack of demand now has led some commentators in Manzanillo to express the belief that consumers in the United States have found a synthetic substitute for lime oil.

Balsam Peru Lower

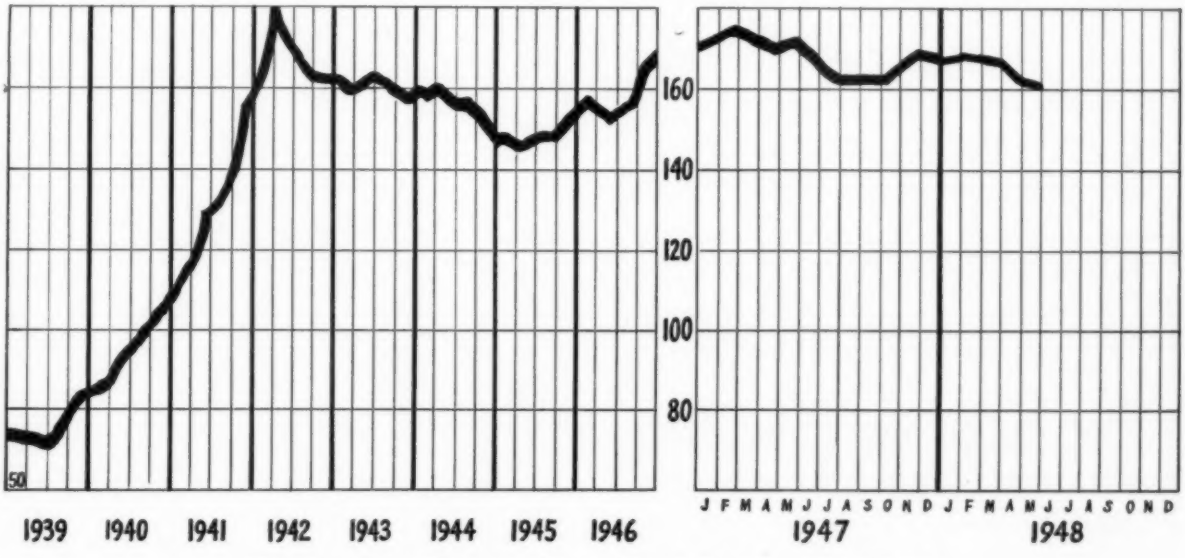
Competition in the market for Balsam Peru was more active and quotations dropped to the basis of 80c to 85c per pound. It was intimated that even the inside of this price range might be shaded on firm orders.

Exports of balsam of Peru from El Salvador during 1947 totaled 212,898 pounds, valued at $144,747. The United States took the largest amount, 77,218 pounds, valued at $46,010; France was next with 63,034 pounds, $46,064.

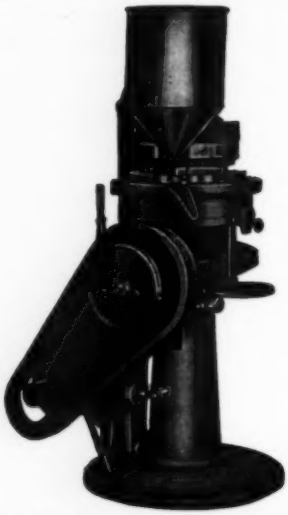
Although small quantities of balsam of Peru are produced throughout the year, about 70 percent of the total is obtained during the 2 or 3 months immediately following the end of the coffee season in March, when there is a seasonal availability of labor in the balsam producing regions.

Exporters claim that current export prices of balsam of Peru, $0.65 to $0.70 per pound, are not satisfactory and leave only a small margin of profit. At present, exporters pay about $0.50 per pound to jobbers who collect the

50 Raw Materials—Weighted Price Index. 1926=100.



The price index of fifty commodities for May declined from 161.5 to 160.1.



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UP

Bois de Rose Braz. 5c
Menthol Nat. 25c
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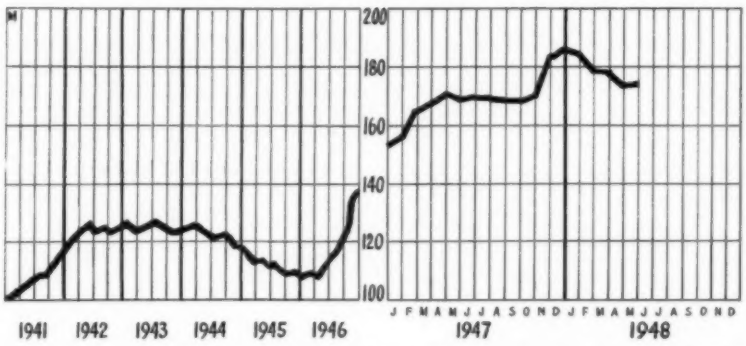
DOWN

Balsam Peru 5c
Balsam Tolu 5c
Buckthorn Bark 2c
Burdock Root 5c
Cardamom Oil $1
Cedar Wood Oil 5c
Chamomile Flowers Hungarian 4c
Cinnamon Bark Oil $7
Citronella Oil Ceylon 5c
Cocoa Butter 2c
Elder Flowers 10c
Eucalyptus Oil 15c
Geranium Oil Bourbon $1.50
Golden Seal Root 60c
Juniper Wood Oil 20c
Lemon Oil Italian 15c
Mace Oil Dist. 10c
Mandarin Oil 75c
Mercury Metal $2
Mustard Artificial 10c
Orris Root Flor. 2c
Verona 4c
Patchouli Oil $1
Sandalwood Oil Mysore 25c
Sassafras Oil Artificial 7c
Senega Root 10c
Stearic Acid TP 4½c
Stramonium Leaves 3c
Vanilla Beans Bourbon 25c
Mex. Cuts 75c
Mex. Whole 60c
Wahoo Bark of Root 5c
Wormwood Oil 25c

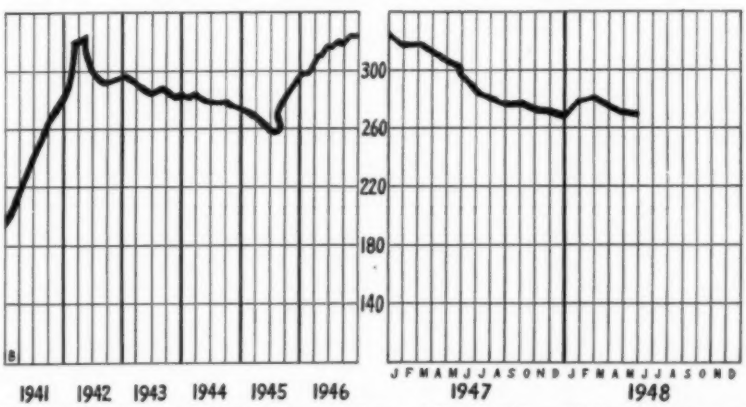
balsam from small producers who, it is claimed, receive as little as $0.38 per pound. To help producers obtain more remunerative prices, it has been suggested that exports be handled through the Federation de Caja de Credito, a cooperative agency composed of small handicraft-producers in El Salvador. Immediate steps in this direction are expected.

15 Medicinal Chemicals—Weighted Price Index. 1926=100.



The medicinal chemicals index advanced fractionally from 174.5 to 174.9. Menthol advanced; mercury declined.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined from 272.4 to 270.4. Balsam Tolu, Cascara, and orris root were lower.

Caffeine Firm

Spot demand for caffeine has shown moderate gain along lines of the seasonal requirements that are likely to develop at this time of year. Supply was not too plentiful but some quarters said it had a better prospect at this time. Much will depend upon how soon the production of synthetic material in commercial quantities can be effected in thiscountry.

Progress was reported in the erection of the plant in which synthetic material will be manufactured here in the future. Delays have been rather extensive but there is now some reason to think that the improvement in progress will be maintained. When the plant is in full operation, the position of Brazilian manufactured caffeine in this market is likely to be considerably altered.

Meanwhile a report from Brazil indicates that output of caffeine and theobromine there during 1948 may reach 120,000 to 150,000 kilograms. Stocks as of April 1, 1948, were reported to be insignificant.

Initiated early in the 1940's the output of caffeine and theobromine in Brazil was stimulated during the wartime scarcity. These products were first extracted from coffee, mate, and cocoa; low-grade cocoa and cocoa cake now constitute the primary materials. Varying amounts of theobromine extracted from the latter products are converted to caffeine before being exported.

Supplies of the raw materials for preparation of caffeine and theobromine are not always certian. Crop conditions, the world supply and prices of cocoa, and regulations of Brazil's Cocoa Institute influence the local supply situation. Outlets for cocoa butter also remain a dominant factor in operation schedules and profits.

The outstanding producer of caffeine in Brazil is a Sao Paulo firm. A contract effected in 1942 to supply about 75 percent of its output to an important United States consumer of caffeine served to effect a long-term stabilization of this concern's activities and was an important factor in influencing increased caffeine production in Brazil.

Annual Brazilian requirements for caffeine currently amount to about 25,000 kilograms. The bulk of the product is used in aspirin tablets.

Brazilian exports of caffeine in 1947 totaled 86,000 kilograms; and theobromine 68,000 kilograms.

Exports of caffeine to the United States during 1945 amounted to 142,702 kilograms; 1946, 108,303 kilograms; and

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during the first 10 months of 1947, 12,975 kilograms. Theobromine shipments to the United States during the same period were 81,400, 73,300, and 10,146 kilograms, respectively.

Menthol Price Up

(*Continued from page 819*)

from Brazil, compared with 351,956 kilograms in the preceding year, and 475,326 kilograms in 1945. From 1944 through 1947, more than 70 percent of shipments were destined for the United States.

During the first 10 months of 1947, important buyers of menthol crystals from Brazil were as follows, with data for the year 1946 in parentheses: United States, 154,545 kilograms (236,315); United Kingdom, 80,535 kilograms (65,009); France, 13,980 kilograms (9,515); Argentina, 8,086 kilograms (4,660); India, 7,451 kilograms (2,771); Sweden, 4,220 kilograms (4,370); Czechoslovakia, 3,929 kilograms (500). Lesser quantities were shipped for the most part to other Latin American and European countries.

Estimates of stocks of menthol crystals at the end of 1947 place the total at about 150,000 kilograms. Production depends upon the foreign market situation, less than 5 percent of output being consumed within the country. Under existing market conditions, reliable sources forecast output in 1948 of not more than 200,000 kilograms. The figure may well be lower, in view of the substantial carryover from 1947. Processing facilities, however, are sufficient to increase present production by more than 100 percent.

Nux Vomica Production, Sales—India

Aggregate production of nux vomica in India in 1947 has been placed between 2,000 and 2,500 tons by trade sources. The Calcutta consular district accounted for 1,000 tons, and the Madras consular district for 1,000 to 1,500 tons. This estimate for the Madras consular district is a downward revision of the last report published in November, 1947, and was occasioned by the continuing large-scale felling of nux-vomica trees for fuel.

Output during 1948 (harvest of September to January) is expected to be about 2,100 tons, the Madras consular district accounting for about 1,500 tons, and the Calcutta consular district for the remainder. The decreased production is attributed to the cutting down of the trees throughout the country for fuel.

The nux-vomica harvesting season begins in September or October and extends to December of January. Marketing is carried on throughout the year.

Stocks in the Madras consular district, as of December 31, 1947, were placed at 750 tons. Of this total, 300 tons were reported to be at the port of Cochin, and the remainder at collection centers in the Malabar district.

Year-end stocks in the Calcutta consular district were estimated at 232 tons, of which 20 tons were awaiting shipment. Unsold stocks at the Calcutta port amounted to 12 tons, leaving 200 tons at Guttack, the railhead at the supply source.

Internal consumption in the Madras consular district was negligible. In the Calcutta consular district, local consumption was largely confined to the domestic manufacture of strychnine at the rate of 37 tons per month.

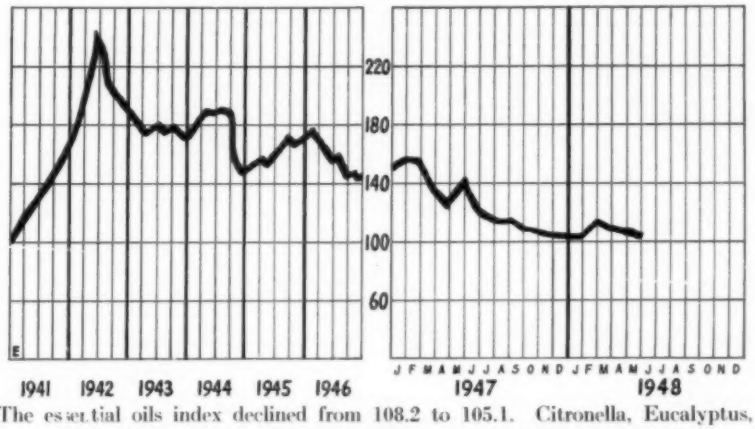
Shipments from the Madras consular district during the half year ended December 21, 1947, to foreign countries totaled 448 long tons valued at 137,897 rupees, compared with 1,006 tons in the corresponding period of the preceding year. During this period the United States took 65 tons, 19,298 rupees. (1 rupee equals U. S. $0.30.)

Exports of nux vomica from Calcutta during the second half of 1947 totaled 90 tons, of which 40 tons went to the United States, and the remainder to Canada. Of the total exports of about 70 tons from the Coromandel coast, the United States received about 25 tons.

Prices in the Madras consular district were steady during the half year ended December 21, 1947, ranging from $4.50 to $5.10 per hundredweight of 112 pounds, delivery ex warehouse at Cochin. Prices f.o.b. Cochin ruled at $5.62 per hundredweight.

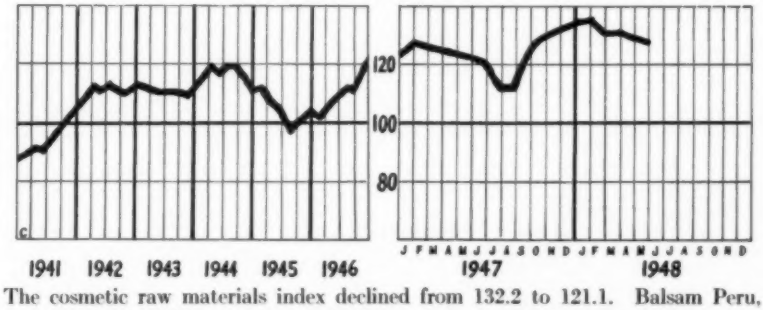
In the Calcutta consular district, the demand from export markets failed to improve, and sellers at the supply sources in Orissa were inclined to hold on to stocks in anticipation of higher prices. The higher prices quoted by Calcutta shippers were based on the increased rates demanded by merchants at the supply sources as well as the increased wages for labor employed in washing, sorting, and cleaning the seeds.

15 Essential Oils—Weighted Price Index. 1926=100.



The essential oils index declined from 108.2 to 105.1. Citronella, Eucalyptus, Italian lemon, and Sandalwood were lower. Bois de Rose advanced.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926=100.



The cosmetic raw materials index declined from 132.2 to 121.1. Balsam Peru, Balsam Tolu, and Stearic Acid were lower. Menthol advanced.

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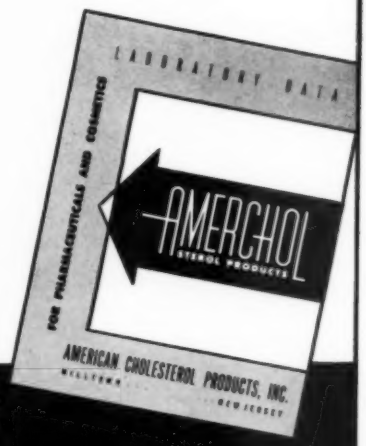

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Your Trade-Mark Record

(Continued from page 801)

Narcisse Bleu—VI—BC—507,411
Soc. Mury-Exportation, Paris, Fr.
Ser. Aug. 14, 1946 D. U. Aug. 22, 1940

N I L—VI—D—520,664
John H. Wood, Phila., Pa.
Ser. Apr. 14, 1947 D. U. June 5, 1915

Nucel—VI—C—538,623
Elmo Sales Corp., Phila., Pa.
Ser. Oct. 22, 1947 D. U. Oct. 8, 1947

P. A.—VI—D—513,134
P. A. Labs., Inc., South Bend, Ind.
Ser. Nov. 23, 1946 D. U. Nov. 12, 1946

Paraprol—VI—C—515,037
National Drug Co., Phila., Pa.
Ser. Aug. 19, 1947 D. U. Jan. 10, 1946

Phillip's Method of Hair Preservation—VI—H—521,028
L. G. Phillips, Kalamazoo, Mich.
Ser. Apr. 19, 1947 D. U. Jan. 4, 1946
Reg. 438,143 April 6, 1948

Pine Buds—IV—M—527,678
Hewitt Soap Co., Dayton, Ohio
Ser. July 5, 1947 D. U. Jan. 1, 1937

Pink Frosting—VI—C—518,583
Andrew Jergen Co., Cin., Ohio
Ser. Mar. 6, 1947 D. U. Dec. 5, 1946

Polly-Ene—IV—M—482,777 (and des.)
Advanco Labs., Inc., Saginaw, Mich.
Ser. Apr. 30, 1945 D. U. Apr. 3, 1945

Punch & Judy—IV—A—518,241
John McMath Co. (dba Lloyd-Sargent Co.) New Rochelle, N. Y.
Ser. Feb. 27, 1947 D. U. July 13, 1945

Rayve—VI—H—535,192
Standard Labs., Inc., N. Y., N. Y.
Ser. Sept. 20, 1947 D. U. Aug. 1, 1947

Riant—VI—CE—520,056
Riant Prods. Co., L. I. C., N. Y.
Ser. Apr. 2, 1947 D. U. Mar. 15, 1947

Roulac—VI—CE—530,338
Rouz Distrbtng. Co., Inc., N. Y., N. Y.
Ser. Aug. 2, 1947 D. U. Apr. 5, 1939

Roumine—VI—M—530,337
Roux Labs., Inc., N. Y., N. Y.
Ser. Aug. 2, 1947 D. U. July 3, 1941

S-P —(and des.)—VI—HM—541,476
Superior Prods. Co., Dallas, Tex.
Ser. Nov. 17, 1947 D. U. Nov. 1, 1946

Seran—VI—BCDEHK—519,297
Seran Co., Inc., Springfield, Mass.
Ser. Mar. 19, 1947 D. U. Jan. 7, 1947

Shawnee—VI—S—518,700
Shawnee Prods. Co., Ft. Lauderdale, Fla.
Ser. May 7, 1947 D. U. June 6, 1946

Shawnee Tanoil—(and des.)—VI—S—518,701
Shawnee Prods. Co., Ft. Lauderdale, Fla.
Ser. Mar. 7, 1947 D. U. June 6, 1946

Silver Foam—IV—A—519,272
The Higley Chem. Co., Dubuque, Iowa
Ser. Mar. 19, 1947 D. U. Aug. 26, 1926

Sotto Voce—VI—B—540,865
Parfums Schiaparelli, Inc., N. Y., N. Y.
Ser. Nov. 12, 1947 D. U. Oct. 31, 1947

Splendor (and des.)—VI—T—500,910
Splendor, Ltd., Nottingham, Eng.
Ser. Apr. 25, 1946 D. U. 1936

Spree—IV—M—513,135
Par Beverage Corp., Cin., Ohio
Ser. Nov. 23, 1946 D. U. July 1, 1946

Stork—VI—C—532,901
Armour & Co., Chi., Ill.
Ser. Aug. 30, 1947 D. U. July 15, 1902

Sundrae—VI—DM—526,987
H. M. Sinclair, Jr., Toledo, Ohio
Ser. July 5, 1947 D. U. Oct. 15, 1929

Sun Ray (and des.)—VI—CHI—507,008
Morris Langhaus (Sun Ray Hair Preps.), N. Y., N. Y.
Ser. Aug. 7, 1946 D. U. May 20, 1925

Sun Skip—VI—S—491,664
Wm. McKusker, Los Ang., Calif.
Ser. Nov. 15, 1945 D. U. Sept. 25, 1945

Sweet Dreams—VI—BC—534,311
David A. Molinari, San Fran., Calif.
Ser. Sept. 12, 1947 D. U. May., 1941

Tansan—VI—S—508,969
Boyle and Co., Los Ang., Calif.
Ser. Sept. 13, 1946 D. U. Apr. 23, 1946

The Glass Menagerie—VI—AB—503,-389
Mayo Reese, Inc., Chi., Ill.
Ser. June 6, 1946 D. U. Apr. 23, 1946

Tickaway—VI—T—521,252
Goodwin Labs., Inc., N. Y., N. Y.
Ser. Apr. 24, 1947 D. U. Apr. 22, 1947

Tffiany—IV—A—505,926
David Schapira (Soap Master Co.), N. Y., N. Y.
Ser. July 19, 1946 D. U. Jan. 1, 1945
Reg. 438,139 Apr. 6, 1948

T O O—VI—K—505,087
Frederic J. Trump dba F. J. Trump, Stanford, Conn.
Ser. July 3, 1946 D. U. May 7, 1946

Trousseau—IV—A—484,274
Norman Phelps, Palatine, Ill.
Ser. June 7, 1945 D. U. May 10, 1942

Veecote—VI—M—513,543
R. T. Vanderbilt Co., Inc., N. Y., N. Y.
Ser. Nov. 30, 1946 D. U. Nov. 8, 1946

Vermex—VI—T—501,699
Vermex Co. of Amer., Glendale, Calif.
Ser. May 8, 1946 D. U. Nov. 1940

Vivax—VI—H—509,624—(and des.)
Emelie Allard, Ottawa, Ontario, Can.
Ser. Sept. 24, 1946 D. U. June 1, 1938

Yaraba—VI—H—531,975
Allan Alexander Co., N. Y., N. Y.
Ser. Aug. 21, 1947 D. U. July 7, 1947

The following Trade-Mark has been cancelled and is therefore no longer in the Patent Office Register:

Sno-Mist—VI—D—384,789
Reg. Feb. 4, 1941—Phillips & Benjamin Co., Waterbury, Conn.
Can. Mar. 26, 1948

Act of 1946

The following Trade-Marks have now been re-published under terms of the above (Lanham Act). No opposition can be filed against them but they are all subject to cancellation proceedings.

Acco—IV—A—412,305
Reg. Feb. 27, 1945 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant

Ajax—VI—M—373,810
Reg. Dec. 26, 1939 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant

Ajax Junior—VI—DM—422,569
Reg. July 30, 1946 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant

Anjou—IV—A—409,860
Reg. Oct. 24, 1944 to Campany Sales, Batavia, Ill.
Repub. by registrant

Anjou—VI—B—412,940
Reg. Apr. 3, 1945 to Company Sales, Batavia, Ill.
Repub. by registrant

Best Man—VI—I—380,462
Reg. Aug. 20, 1940 to Wright & Lawrence, Inc.
Repub. by Procter & Gamble

Birthday Perfume—VI—B—375,454
Reg. Feb. 20, 1940 to Satish Ghose, Chi., Ill.
Repub. by registrant

Biz—IV—AM—423,995
Reg. Sept. 17, 1946 to Procter & Gamble
Repub. by registrant

Bonus—IV—A—413,703
Reg. May 8, 1945 to Procter & Gamble
Repub. by registrant

Blossom Time—IV—A—411,662
Reg. Jan. 30, 1945 to Hewitt Soap Co., Dayton, Ohio
Repub. by registrant

Caliph—VI—BCE—417,465
Reg. Oct. 30, 1945 to J. L. Priess, Chi., Ill.
Repub. by Grand Prods. Co., Chi., Ill.

Campana Balm—VI—C—376,829
Reg. Apr. 9, 1940 to Campana Corp., Batavia, Ill.
Repub. by registrant

Campana Italian—VI—C—376,827
Reg. Apr. 9, 1940 to Campana Corp., Batavia, Ill.
Repub. by registrant

Campana Italian Balm—VI—C—376,-828
Reg. Apr. 9, 1940 to Campana Corp., Batavia, Ill.
Repub. by registrant

"Cert"—IV—M—380,867
Reg. Sept. 3, 1940 to Davies-Young Soap Co., Dayton, Ohio
Repub. by registrant

Chipso—IV—A—382,688
Reg. Nov. 5, 1940 to Procter & Gamble
Repub. by registrant

Coolies—VI—C—357,125
Reg. May 24, 1938 to Campana Corp., Batavia, Ill.
Repub. by registrant

Cortilla—VI—H—387,074
Reg. Apr. 29, 1941 to Davies-Young Soap Co., Dayton, Ohio
Repub. by registrant

Creation—VI—B—412,008
Reg. Feb. 13, 1945 to J. L. Priess, Chi., Ill.
Repub. by Grand Prods. Co., Chi., Ill.

Devastating—IV—A—407,494
Reg. June 6, 1944 to Campana Sales, Batavia, Ill.
Repub. by registrant

Devastating—VI—B—407,495
Reg. June 6, 1944 to Campana Sales, Batavia, Ill.
Repub. by registrant

Dreft—IV—M—409,174
Reg. Sept. 19, 1944 to Procter & Gamble
Repub. by registrant

Drene Supreme—VI—H—389,815
Reg. Aug. 19, 1941 to Procter & Gamble
Repub. by registrant

Drene—VI—H—406,680
Reg. Apr. 18, 1944 to Procter & Gamble
Repub. by registrant

Dux—IV—A—408,865
Reg. Aug. 29, 1944 to Procter & Gamble
Repub. by registrant

Egyptian Brown—(and des.)—VI—C—255,739
Reg. Apr. 30, 1929 to Mme C. J. Walker Mfg. Co., Indian., Ind.
Repub. by registrant

Fashion Point—VI—C—418,214
Reg. Dec. 11, 1945 to Campana Corp., Batavia, Ill.
Repub. by registrant

Fleurs De Rocaille—VI—BCH—311,439
Reg. Mar. 20, 1934 to Parfumerie Caron
Repub. by Caron Corp., N. Y., N. Y.

Formkolene—VI—D—316,763
Reg. Sept. 4, 1934 to Acme Chem. Corp., Milwaukee, Wis.
Repub. by registrant

Fragrant Night—VI—BCDHM—319,259
Reg. Nov. 20, 1934 to Satish Ghose, Chi., Ill.
Repub. by registrant

French Cancan—VI—B—351,665
Reg. Nov. 2, 1937 to Parfumerie Caron
Repub. by Caron Corp., N. Y., N. Y.
Gauntlet—VI—C—421,604
Reg. June 4, 1946 to Procter & Gamble
Repub. by registrant
Gay Bandit—VI—BCDEH—363,737
Reg. Jan. 3, 1939 to Jas. Younghusband, Chi., Ill.
Repub. by registrant
Gweneid—VI—C—314,984
Reg. July 17, 1934 to Sargeant Acnoid Pharmaceutical Co., E. Orange, N. J.
Repub. by registrant
Italian Balm—(and des.)—VI—C—376,-826
Reg. Apr. 9, 1940 to Campana Corp., Batavia, Ill.
Repub. by registrant
Ivory—VI—K—414,148
Reg. May 29, 1945 to Procter & Gamble
Repub. by registrant
Ivory Soap (and des.)—IV—A—396,827
Reg. Aug. 4, 1942 to Procter & Gamble
Repub. by registrant
J. B.—IV—A—239,440
Reg. Mar. 6, 1928 to Perkins Soap Co., Springfield, Mass.
Repub. by registrant
Ketch—IV—AM—423,996
Reg. Sept. 17, 1946 to Procter & Gamble
Repub. by registrant
"Kohl-Mo"—VI—C—238,237
Reg. Jan. 31, 1928 to Elmo, Inc., Phila., Pa.
Repub. by registrant
Lilt—IV—A—421,370
Reg. May 28, 1946 to Procter & Gamble
Repub. by registrant
Madcap—VI—BCE—416,321
Reg. Sept. 4, 1945 to J. L. Priess, Chi., Ill.
Repub. by Grand Prods. Co., Chi., Ill.
Ming Toy—VI—BCH—423,713
Reg. Sept. 10, 1946 to Consol. Cosmetics, Chi., Ill.
Repub. by registrant
Mme. C. J. Walker's Wonder Pomade—(and des.)—VI—H—255,740
Reg. Apr. 30, 1929 to Mme. C. J. Walker Mfg. Co., Inc., Indiana, Ind.
Repub. by registrant
Old South—VI—B—381,789
Reg. Oct. 8, 1940 to Campana Corp., Batavia, Ill.
Repub. by Campana Sales
Old South—IV—A—383,867
Reg. Dec. 24, 1940 to Campana Corp., Batavia, Ill.
Repub. by Campana Sales
Old South Cotton Blossom—VI—C—383,839
Reg. Dec. 24, 1940 to Campana Corp., Batavia, Ill.
Repub. by Campana Sales
Old South Perfumers—VI—ABC—290,-154
Reg. Sept. 9, 1941 to Campana Sales, Batavia, Ill.
Repub. by registrant
P and G—IV—A—407,632
Reg. June 13, 1944 to Procter & Gamble
Repub. by registrant
Palmol Handrops—VI—C—200,442
Reg. June 30, 1925 to Mortimer Sargeant
Repub. by Sargeant Acnoid Pharmaceutical Co., Inc., E. Orange, N. J.
Perfumo—VI—D—406,279
Reg. Mar. 21, 1944 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant
Peroxo—IV—A—410,282
Reg. Nov. 21, 1944 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant
Prell—VI—H—417,434
Reg. Oct. 30, 1945 to Procter & Gamble
Repub. by registrant
Procto—IV—AM—422,361
Reg. July 16, 1946 to Procter & Gamble
Repub. by registrant
Radar—VI—G—416,700
Reg. Sept. 25, 1945 to Eugene, Ltd., Brooklyn, N. Y.
Repub. by registrant
Revelation—VI—K—87,730
Reg. Jan. 2, 1912 to August Drucker
Repub. by August Drucker Co., San Fran., Cal.
Rocket—IV—M—427,126
Reg. Jan. 28, 1947 to Procter & Gamble
Repub. by registrant
Sarene—IV—A—413,266
Reg. Apr. 17, 1945 to U. S. Sanit. Specs. Corp., Chi., Ill.
Repub. by registrant
Scram—IV—A—421,759
Reg. June 18, 1946 to Acme Chem. Co., Milwaukee, Wis.
Repub. by registrant
Selox—IV—A—234,222
Reg. Oct. 18, 1927 to Procter & Gamble
Repub. by registrant
Skurry—IV—M—423,997
Reg. Sept. 17, 1946 to Procter & Gamble
Repub. by registrant
Soap Treasures—IV—A—392,523
Reg. Dec. 30, 1941 to Hewitt Soap Co., Dayton, Ohio
Repub. by registrant
Solitair—VI—C—403,275
Reg. Sept. 14, 1943 to Campana Corp., Batavia, Ill.
Repub. by registrant
Sportsman—IV—AI—302,112
Reg. Dec.9, 1941 to John H. Moore, Inc., N. Y., N. Y.
Repub. by registrant

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Spring Bouquet—IV—A—390,320
Reg. Sept. 16, 1941 to Hewitt Soap Co., Dayton, Ohio
Repub. by registrant
Stymie—VI—I—375,522
Reg. Feb. 20, 1940 to Internat. Cellucotton Prods. Co., Chi., Ill.
Repub. by registrant
Tide—IV—M—424,339
Reg. Oct. 1, 1946 to Procter & Gamble
Repub. by registrant
Tik—VI—H—382,886
Reg. Nov. 12, 1940 to Davies-Young Soap Co., Dayton, Ohio
Repub. by registrant
Trend—IV—M—430,422
Reg. June 10, 1947 to Purex Corp., Ltd., South Gate, Cal.
Repub. by registrant
Velvet Skin—VI—C—421,941
Reg. June 25, 1946 to Procter & Gamble
Repub. by registrant
White Crown—IV—A—350,350
Reg. Sept. 28, 1937 to Procter & Gamble
Repub. by registrant

The following Trade-Marks were published in the Official Gazette of the United States Patent Office in Volume 609 (number 4) dated April 27, 1948 and Volume 610 (numbers 1-3) dated May 4 to May 18, 1948, inclusive.

Allain—IV—A—534,609
Dry Goods Alliance, Inc., N. Y., N. Y.
Ser. Sept. 16, 1947 D. U. July 15, 1937
Aloma—VI—H—536,310
J. Strickland & Co., Memphis, Tenn.
Ser. Sept. 30, 1947 D. U. Aug. 22, 1947
Ambassador—IV—A—533,715
Crown Zellerbach Corp., San. Fran., Cal.
Ser. Sept. 8, 1947 D. U. 1917
Ampholene—VI—G—505,771
R. G. Shakour, Inc., Worcester, Mass.
Ser. July 17, 1946 D. U. 1934
Bang Up—VI—H—515,682
J. M. Chamblin (Chamblin Co.), Jackson, Miss.
Ser. Sept. 23, 1947 D. U. Jan. 15, 1945
Congo—VI—T—489,979
Northern Tabs., Manitowoc, Wisc.
Ser. Aug. 4, 1947 D. U. June 17, 1944
Cowles—IV—AM—532,124
Cowles Detergent Co., Cleve., Ohio
Ser. Aug. 22, 1947 D. U. Feb. 6, 1926
Danette—VI—H—539,287
Danette Prods., Inc., Detroit, Mich.
Ser. Oct. 28, 1947 D. U. July 29, 1947
Darling—IV—A—495,811
N. Y. Merchandise Co., Inc. (Wales Prods.), N. Y., N. Y.
Ser. Feb. 1, 1946 D. U. May 3, 1921
D'Aubigne—VI—BCDHIKS—483,187
Donald Merrell (& Co.), Cin., Ohio
Ser. July 5, 1947 D. U. Nov. 20, 1944
Diadem—VI—CDH—514,677
Algaeloin Corp., N. Y., N. Y.
Ser. Dec. 23, 1946 D. U. Nov. 15, 1946
Dumore—IV—M—513,813
The Diversey Corp., Chi., Ill.
Ser. July 19, 1947 D. U. Jan. 22, 1925
Dura-Gloss—IV—CE—531,812
Lorr Labs., Patterson, N. J.
Ser. Aug. 19, 1947 D. U. Mar. 11, 1938
Dusty Pink—VI—E—506,722
Eliz. Arden Sales Corp., N. Y., N. Y.
Ser. Aug. 2, 1946 D. U. July 1, 1946
Elizabeth Arden—VI—ABCDEFHKMS—532,990
Eliz. Arden Sales Corp., N. Y., N. Y.
Ser. Sept. 2, 1947 D. U. Jan. 2, 1910
Embassy—IV—A—533,712
Crown Zellerbach Corp., San Fran., Cal.
Ser. Sept. 8, 1947 D. U. 1917
F—H—IV—M—536,896
Frank Harris (Labs), Los Ang., Cal.
Ser. Oct. 6, 1947 D. U. Dec. 10, 1941
First Kiss—VI—B—502,394
Jack Nethercutt (Nethercutt Labs), Santa Monica, Calif.
Ser. May 18, 1946 D. U. Apr. 17, 1946
Flanders Red—VI—C—530,464
Hattie Carnegie, Inc., N. Y., N. Y.
Ser. Aug. 5, 1947 D. U. Jan. 1, 1946
Full Duty—VI—C—636,909
Lanolin Corp. of America, Los Ang., Cal.
Ser. Oct. 6, 1947 D. U. Sept. 16, 1947
Gelevan—IV—M—535,221
The Continental Chem. Co., Cleve., Ohio
Ser. Sept. 22, 1947 D. U. May 4, 1946
Glosilk—VI—H—502,839
Plough, Inc., (Glosilk Co.), Memphis, Tenn.
Ser. May 27, 1946 D. U. May 14, 1946
Green Gold—IV—A—533,740
Hartman-Leddon Co., Phila., Pa.
Ser. Sept. 8, 1947 D. U. Sept. 16, 1926
Guervil—VI—B—505,909
Gregoire Ovsianico, Paris, Fr.
Ser. July 19, 1946 D. U. Aug. 24, 1945
Happy Home Maker—IV—H—516,150
Schmidt Soap Prods., Inc., Chi., Ill.
Ser. Jan. 22, 1947 D. U. Oct. 30, 1905
Heck—VI—D—523,315
Halitosine Co., St. Louis, Mo.
Ser. Sept. 11, 1947 D. U. Sept. 11, 1925
Kenro—IV—M—514,228
Roy Spivey, Tuscaloosa, Ala.
Ser. Dec. 13, 1946 D. U. Nov. 5, 1946
Kleen Flush—VI—D—510,032
Southern Metal Stamping Co., Inc., New Orleans, La.,
Ser. Oct. 1, 1946 D. U. Mar. 11, 1946

(*To be continued*)

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Cellulose Derivatives (Part II)

(*Continued from page 752*)

cellulose in the formulation of collodions for dermatological use.[55] Ethyl collodions may be prepared in a greater diversity of solvents or solvent mixtures than has been possible with nitro collodions. Such collodions permit the incorporation of medicinal agents impossible by other means. Dermants prepared in ethyl collodions are more resistant to strong soap solutions, a very important factor when the medicament is to be applied to the hands or feet. Using a medium viscosity ethyl cellulose, a basic ethyl collodion may be prepared from:

Ethyl cellulose	**40, 45, or 50 parts**
Ethyl alcohol	**250 "**
Ether	**750 "**

A flexible ethyl collodion may consist of:

Ethyl cellulose (medium viscosity	**40**
Camphor	**20**
Castor oil	**30**
Solvent (alcohol 1, ether 3), to make	**1000**

Illustrative of the incorporation of medicinal agents is the following compound salicylic ethyl collodion which is useful in the treatment of corns and calluses:

Salicylic acid	**10**
Fluidextract of cannabis	**10**
Ethyl collodion, to make	**100**

To make a styptic collodion, 10 per cent of tannic acid is added to the ethyl collodion base. Whitfield's collodions, useful in treating fungal and other infections, may be modified, as follows:

	Strong	Mild
Salicylic acid	**12.0**	**6.0**
Benzoic acid	**6.0**	**3.0**
Brilliant green	**0.1**	**0.1**
Ethyl collodion, to make	**100.0**	**100.0**

Ethyl cellulose offers other possibilities in the field of pharmacy.[55] With it, oils may be modified as to viscosity, jellies may be formulated, and waxes may be given increased hardness, toughness and melting point and lessened tendency to crystallize.

Occasionally other cellulose derivatives find use in the drug and cosmetic industry. One such is hydroxyethyl cellulose which is available under the trade name "Cellosize." A 10 per cent solution of hydroxyethyl cellulose produces an almost colorless, nearly transparent film of greater clarity and higher tensile strength than is obtained from commercial methyl cellulose solutions. This hydroxyethyl cellulose film is completely soluble, after drying, in either hot or cold water. It is insoluble in oils, greases and organic solvents.[3]

Since it appears that hydroxyethyl cellulose may find increased usage in drugs and cosmetics, tests have been made to determine its toxicity. Indirect evidence, based on feeding experiments to rats during a two-year

period, indicates that hydroxyethylcellulose is neither absorbed nor hydrolyzed in the gastrointestinal tract.[60]

Illustrative of its usefulness is the following formula for a protective hand cream incorporating hydroxyethyl cellulose:[61]

"Carbowax" 1500	13.7
Propylene glycol	4.1
"Carbitol"	4.1
Triethanolamine	0.9
Stearic acid	11.4
Potassiumhydroxide	0.5
Lanolin	4.5
Hydroxyethyl cellulose (Cellosize WS-100), 10% solution	10.3
Water	45.5
Terpineol	0.1
Perfume	0.1
Zinc stearate	4.8

Various cellulose derivatives have been proposed for use in the manufacture of enteric coated tablets[62] and enteric gelatin capsules.[63] In clinical tests it was found that tablets and capsules coated with cellulose acetate phthalate possess satisfactory enteric characteristics.[64] According to recent observations,[65] the disintegration of cellulose acetate phthalate and butyl stearate enteric-coated tablets is due to the hydrolytic effect of intestinal enzymes (esterases). It is not dependent, as is commonly believed, upon the alkalinity of the intestines.

Very noteworthy are the observations reported by a group of workers[66] at the Naval Medical Research Institute. They found that the irritation of the gastrointestinal mucosa by salt (given to correct the effects of heat and excessive sweating) may be prevented if absorption is showed. This is achieved by impregnation of the tablet with cellulose acetate or cellulose nitrate. The cellulose forms a honeycomb structure that encapsulates small quantities of salt granules. The membranous pockets delay dissolution of the tablets for about eighty minutes and liberate salt at a rate that permits almost complete assimilation. It is believed that this principle of impregnation may be applicable to other pharmaceutical preparations to avoid irritation of the gastrointestinal tract and allow slow absorption.

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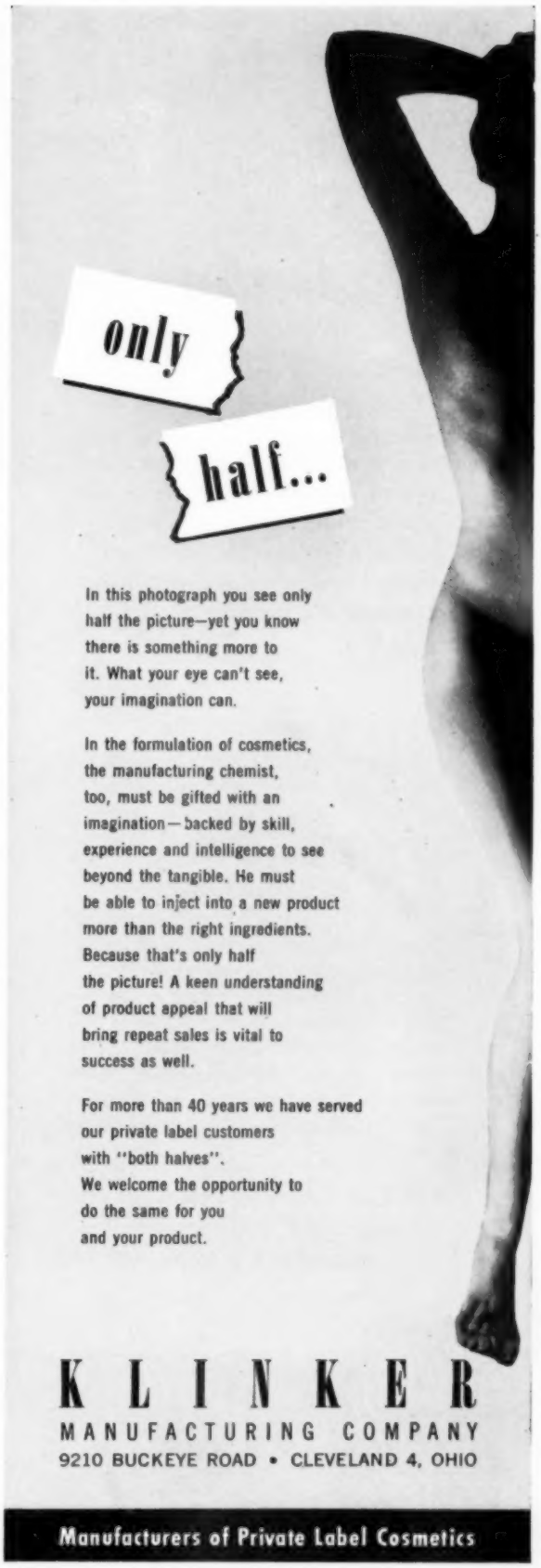
only
half...
In this photograph you see only half the picture—yet you know there is something more to it. What your eye can't see, your imagination can.
In the formulation of cosmetics, the manufacturing chemist, too, must be gifted with an imagination—backed by skill, experience and intelligence to see beyond the tangible. He must be able to inject into a new product more than the right ingredients. Because that's only half the picture! A keen understanding of product appeal that will bring repeat sales is vital to success as well.
For more than 40 years we have served our private label customers with "both halves". We welcome the opportunity to do the same for you and your product.
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All the subtle, true fragrance of Jasmin absolute is captured in Jasmogee—the finest simulation of the natural bouquet attained synthetically. Let this latest creation of our research laboratories convince you of its superlative quality by sending for a sample today.

•

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This well-known firm, established in 1854, is one of the world's foremost producers of the highest quality natural aromatic raw materials. As their agents, we are proud to offer to the American market, an internationally renowned line of

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Pharmaceutical Promotion Problem

(Continued from page 743)

increasingly recommending direct mail because results are more traceable, and the big companies offered a leadership in using more direct mail to which other manufacturers were prone to follow. Note that there is no research to determine whether this is sound practice or has been sound practice. And, if it was sound practice yesterday, is it sound practice today?

We can only say that this has been a growing trend but now what is going to happen to it? Last Fall at the N.W.D.A. a report was presented which showed that doctors were getting far more direct mail than they could or cared to read. One-hundred-thousand medical waste baskets from here to the Coast testify to this daily—at least direct mail material as it is now being constructed. The same report showed that doctors now have a preference for house organs. Probably because at the moment there are still relatively few house organs in relation to the total amount of direct mail that hits the doctor's desk. But with the exception of a couple of house organs that have been killed within the last year because they had been carried on by firms over a number of years and had outlived their usefulness, house organs are on the increase. The trend toward this increase in house organs started about a decade ago when several exceptionally good ones were in the field and one large pharmaceutical house came out with a bigger and better one that outshone them all. Several manufacturers then began to make

surveylike gestures to determine whether theirs could be improved or whether there was room for another. So we now have quite a few house organs varying in quality from poor to excellent. But how many of the manufacturers responsible for house organs check up once or twice a year to see whether they are continuing to print in their house organs what the doctor wants? How much real research is being done to know whether their house organ investments—because that is what they are—are paying dividends or are a financial drain? Since that N.W.D.A. report was issued more new house organs are under way and the writer ventures to believe that this is another trend that will quickly reach a status that direct mail has already reached with relation to its productive capacity.

Fifteen years ago, eighty percent of all direct mail fell into one of three catagories—a letter and blotter combination No. 10 size or large or small baronial folders most of it at best in two colors. One large concern had begun to experiment or do a fair share of its work, rather daringly it was thought, in more than two colors. Almost overnight direct mail began to grow in size and in the number of colors used until today a very big proportion of it is in a folder size comparable to a regular letterhead or slightly larger and in full color. In other words, the economic necessity of doing a better job than the other fellow has brought direct mail to a point where there is seemingly too much of it and it too elaborate.

This is not meant to be critical as to character and quality. Much of it is extremely well printed. Most of it is good in art and advertising concept. But the average quality is so high with so much direct mail being put out, that it has run into what the advertising man calls "the law of diminishing returns."

Recognizing this trend, or perhaps instinctively, two other direct mail forces have come into the field. Some years ago, one personality in the field began to write a form of human interest letters which gained a terriffic and immediate response for the writer of those letters. Instead of the old-fashioned "Dear Doctor" letters that dealt only with scientific or factual material regarding the product, these letters had somewhat the flavorable character of what the newspaper man calls the human interest story. Quite naturally, time brought imitators into the fold and so equally naturally the force of this new implement is not as strong today as it was five years ago. The other new implement in this field was developed by a concern which probably felt that a trend must turn and began betting against the wheel. They developed the penny post card, and I mean penny post card, in two colors at a time when the elaborate direct mail piece was reaching out to chin the bar, and boy did they make it pay!

In time, however, a number of other concerns began to see the excellence of this implement and began to adopt it to the extent that the imitators of the penny post card system are shortly going to flush this tool down the sewer.

A manufacturer of my acquaintance recently turned

HUISKING
SINCE 1910
Pharmaceutical Industrial
CHEMICALS
DRUGS · · · · OILS · · · VITAMINS · · · · ETC.
• Import and Export Merchants •
BUYING AGENTS FOR LEADING FOREIGN HOUSES
SELLING AGENTS FOR AMERICAN MANUFACTURERS

MANUFACTURERS' DISTRIBUTORS
of
CAMPHOR USP, Du Pont, *Powder & Tablets*
MENTHOL CRYSTALS USP
Brasilian, Chinese & Japanese
HYOSCINE HYDROBROMIDE USP, *F. G. & D.*
SULFUR PRECIPITATED USP, *Sylvania*
NAPHTHALENE REFINED
Balls, Flakes & Chipped
COPPER SULFATE, *Crystals & Powder*
INSECTICIDES
COAL TAR DISINFECTANTS
OIL CAMPHOR WHITE
SUGAR OF MILK USP, *Powder*
PAPAIN
SPERMACETI USP
HAARLEM OIL, etc

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Chicago Office
561 E. ILLINOIS ST.
Cable Address:
HUISKING, NEW YORK
LONDON AGENTS: Wheeler & Huisking, Ltd., 26 Great Tower St., London, E.C. 3, England

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Finest Norwegian
COD LIVER OIL USP
OILS OF ALL POTENCIES • STANDARDIZED • VITAMIN-TESTED
"The Choice of Careful Bottlers Everywhere"
FROM CAN TO CARLOAD QUANTITIES

COD LIVER OIL BUYERS — IMPORTANT
The small production of Medicinal Cod Liver Oil, the need of large quantities for foreign relief, and an expected larger consumption domestically—make it more than ever advisable, that pharmaceutical houses and other bottlers of Cod Liver Oil protect their next season's needs early, and with a reliable source of supply. We are still able to give you such protection now. Quantity, potency and packing can still be assured. Next Fall it may be difficult.
FORTIFIED COD LIVER OILS
POULTRY VITAMIN A & D FEEDING OILS
VITAMIN A & D CONCENTRATES
WHEAT GERM OIL
DEVOLD DRY D3 (For Poultry Foods)

IMPORT P.D. EXPORT
PEDER DEVOLD OIL COMPANY
DIVISION OF CHAS. L. HUISKING & CO., INC.
155 Varick St., New York 13, N. Y. Cable Address: VITAMINE, New York

SANTONIN N.F. VIII
Meeting Requirements of International Pharmacopoeias
ALKALOIDS of AMERICAN MANUFACTURE
SANTONINE COMPANY OF AMERICA
DIVISION OF CHAS. L. HUISKING & CO., INC.
155 VARICK STREET, NEW YORK 13, N. Y. Cable Address SANTONINES, N. Y.

KOMMON SCENTS!

Newest darling of the cognescenti (that means one-cylinder brains with five-syllable words) is Toynbee, the author of a book called "Civilization On Trial." In case you haven't heard, "Civilization" is the term applied to this day of inflated prices, d-flated security and gold-plated impurity.

•

Mr. Toynbee makes the point that our troubles should be examined from the perspective of 1,000,000 years. This he estimates to be the approximate history of the human race. Please remember to tell your landlord, next time he wants the rent.

•

Most fascinating thing about the book is the name of the author, Toynbee. Roll it around on your tongue for awhile. I can now understand why a friend of mine always goes to a movie with special montage effects. He loves to see the name of the technician, Slavko Vorkapitch.

•

The two greatest living authorities on what's wrong with the world seem to be the aforementioned Toynbee and the oft-mentioned Kinsey. "Kinsey," as a matter of fact, is rapidly becoming a verb form in the English language, replacing the less delicate four letter ones.

•

Toynbee says "Civilization" (that's us and our creditors) can only be saved "in the middle way between Capitalism and Socialism." That, roughly, would correspond to a middle point between Brooklyn and Pasadena.

•

The author isn't exactly vague in his remedies. It's just that the reader can't help remembering that Mr. Toynbee once worked for the British Foreign Office.

•

The British Foreign Office, as you may have heard, is an island off the Mainland of Europe, surrounded on the East by the Channel and the Middle-East by Arabian Oil.

•

Mr. Toynbee appears to have learned merchandising from his British Foreign Office connection, since his "new" book isn't really new at all. It's a different packaging of 13 previously published (we nearly said perpetrated) pieces.

•

The Cosmetic Industry would be more grateful to Mr. Toynbee if, in the course of saving our questionable "Civilization," he explained how we could retain our customers.

George Fiedler

KELTON

Cosmetic Company

230 West 17th Street
New York 11, N. Y.

763 So. Los Angeles Street
Los Angeles 14, Calif.

Private Label Manufacturers Exclusively
Covered by Product Liability Insurance

out a four-color brochure on which his returns were 1½ per cent. Shortly thereafter he sent out a penny post card and his results from that card were almost equal to that of the elaborate printing job.

Sum up all this material and the net of it is that we are reaching a point very rapidly where with terrifically increased costs in printing, art and production, all present forms of direct mail are going to be sufficiently unproductive that their number must fall off, or sufficiently costly that only the big buyers can stay with the system.

Behind this too there is another economic impasse. Fifteen years ago the number of outstanding pharmaceutical houses large and small was quite limited. Today while the big houses of yesterday are still the big houses of today, there are so many new young houses alive and kicking lustily at the doctor's door and so many houses which have grown to adulthood with immeasurable capital and good products, that it is a wonder the doctor has a door left to kick at. Furthermore, the rapid and tremendous increase in research in new products is rapidly putting the doctor in the state of the little boy who asked "what I do now?" when his little girl friend said, "yes."

It is physically and humanly impossible for the doctor to listen to all the detail men, read a reasonable percentage of all of the excellent advertising in the increased number of good medical periodicals or even scan a fraction of all of the fine direct mail that reaches him.

I do not think I need to draw diagrams. About three years ago there was only one type of Penicillin. Now we have Penicillin in so many different forms from such a number of houses that not only has the old concept of dosage and administration changed, but the number of houses selling Penicillin is larger. Two years ago we had one antihistamine product. In 1948 we will have a minimum of six to my certain knowledge and probably more to come.

In other words, the pharmaceutical business is rapidly going into a marked buyers' market, in some directions at least, more or less as it was in the "twenties" but with certain differences. Apparently money is available to purchase the drugs or the products being turned out, as witness most of the companies' annual sales reports but what and how are we going to influence the man behind the prescription—the doctor—in this sharp competitive market into which we are moving?

Of course, truly developed research products controlled by individual houses can be "sold" to the physician. But such research products are not built over night and the vast bulk of our medicinals used are more or less common to a number of houses. Manufacturers of hormones have enjoyed a certain amount of immunity from this competition up to now but apparently a change is coming in this field too.

At least this is the situation as I see it today, after having for the last couple of years attempted intensively to watch developing trends.

I would not like anybody reading this piece to interpret me as saying that the swing in advertising has got to come back to journals or that direct mail is no good, any more than I would be willing to make a statement that we should lower advertising appropriations in favor of more detail men. Such a course as the latter which has lately demonstrated itself will be just as quick to reach the law of diminishing returns as others I have pointed out. Nor do I know any secret formula for continuing success.

After some twenty odd years in this business however I do feel that management has to loosen up and become more flexible, more business-wise, more research-minded and less conservative in certain directions.

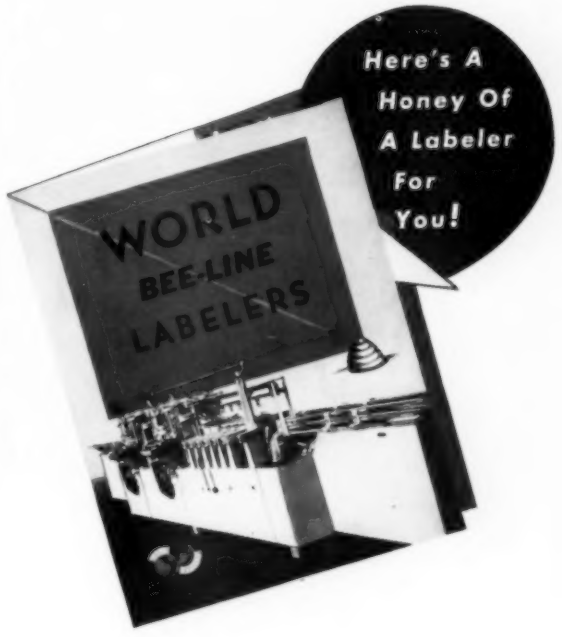
In 25 years the automobile has grown to the point where it is almost a common possession, if not an absolute necessity. Take this group of statistics and see what has happened in some other industries in this period—

	1927	*1947*	*1927*	*1947*
Irons	80	95	12,800,000	31,397,500
Refrigerators	2.4	71.2	390,000	23,525,000
Washers	26.7	63.0	4,250,000	20,819,000
Toasters	25.1	61.3	4,000,000	20,275,000
Vacuum cleaners	37.1	49.5	5,900,000	16,356,000
Ironers	1.7	7.3	280,000	2,408,000
Radios		90.4	6,500,000	33,998,000

Such increases in sales, such revolutionary development in markets are the result of revolutionary method and applied research. I maintain that except for ethics and technical knowledge and lingo, the doctor is no different than Joe Doaks. And there must be more application of successful methods from other industries in sales management, distribution and advertising in this industry. Management must look for new sales tools and newer ways of approach to the physician instead of the nice old detail men we have been too apt to use during recent years. We have got to find ways to reach the doctor favorably without fighting each other to "hog" his time or he isn't going to like us any more. We have got to recognize that our advertising departments are sound, intelligent entities and we have got to stop telling them how we want them to write copy. And above all we have got to look for new techniques and new tools in both the field of sales and advertising.

In the years in which we have been content to follow the old lines with conservative modification in the direction of better art and printing, the world has seen the development of the natural-color talking-picture, the radio and we are at the door of a new industry—television. Where do *we* go from here?

The pharmaceutical concerns whose management is least self-satisfied and most willing to abandon old prejudices and take a forward-looking view is the one that is going to develop fastest. And, there are a number of "middle-size" bears that are beginning to look like "triple-threats."



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Find out what it means in terms of quality, quantity and economy to put your glass packages on the BEE-LINE. Ask us to mail you the new BEE-LINE Bulletin.

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U.S.P. Zinc Oxide

Quality and uniformity of this purest grade of commercial zinc oxide are assured by nearly a century of zinc oxide manufacturing experience.

Exceptional whiteness, fineness and purity, coupled with its non-toxic, protective and mildly astringent qualities, make it an especially valuable pigment for pharmaceuticals. Its covering power and adhesive properties are ideal for cosmetics.

Specify U.S.P. Zinc Oxide made by—

THE NEW JERSEY ZINC COMPANY

Products distributed by

The New Jersey Zinc Sales Company

New York • Boston • Chicago
Cleveland • San Francisco • Los Angeles

August A. Wasserscheid

(Continued from page 753)

Always he has been as intense in the devotion of his hobbies and avocations as to the requirements of his business . . . tireless in his study of music, avid in his collection of stamps, and indefatiguable in his pursuit of the classics. His attention to active sports has been completely sedentary, and, by his own admission, half-hearted. He never went to a baseball game in his life without a book under his arm. His arena is the drawing room, where he excels . . . where he can charm and be charmed, and where he can bombard the ladies with the full force of his tender regard for them.

By no means a ladies' man, he has always managed somehow to captivate the members of the fair sex with his careful attention to their tastes, his sincere solicitation for their comforts, and his flattering compliments of their egos.

This charming gallantry of Wassie's has not been without its reward. He has been placed in charge over ladies' entertainment committees of conventions from coast to coast, and has served patiently and deftly. Under his command the ladies are feted lavishly, from May-pinks for breakfast to orchids for dinner.

Something of a gourmet, Wassie is a fastidious entertainer. He likes no role better than that of the perfect host. Although he performs in this capacity with all the ceremony and grace of a past-master, he is still an unpresuming and considerate guest. He never seeks the lime-light. It centers upon him without any effort of his own.

Because of the diversity of his interests, Wassie is a most engaging conversationalist. He is gifted with an insatiable curiosity and an analytical trend of thought. After years of research, during which he has been unable to discover who dared to eat the first oyster, he had found out a lot of other trivia that he is more than willing to divulge.

Wassie is extremely fond of flowers, and applies himself to very light gardening, leaving the manipulation of the family Buick to his wife, who is also his chauffeur.

With typical generosity, he never forgets the birthday nor the anniversary of a friend. He keeps a little black book to remind him of such occasions in the hands of his able secretary. Sometimes he is a little surprised to receive an expression of thanks for a remembrance he has sent unwittingly, but he always manages to land on his feet.

Due to a series of indispositions resulting from a fractured elbow that he sustained a few years ago, Wassie has had more leisure time to devote to his stamp collection. This collection represents well over 50,000 stamps, and patients in many charitable institutions are supplied with the overflow from it.

Wassie is a member of many social clubs and organizations. Some he joins for their cuisines, some for companionship, and some in the interest of his hobbies.

In most of these organizations he contrives sooner or later to have his finger in the executive pie, if only to an honorary degree.

With all his lovable and gentle proclivities, Wassie is nobody's push-over. He has his own particular brand of fury, seldom exercised, but none the less imposing for the want of airing.

Last, but not least, Wassie is always himself. His vanities are few and far between, his requisites for happiness are simple, and there is nothing of pretense or sham in his entire make-up. Above all, he is real.

Does Fashion Pay for Cosmetics?

(*Continued from page 749*)

pared to give him educational material, prepared advertising, display, and window suggestions, merchandise tie-ups. Let me assure you we buyers do not consign this material to the circular file—waste baskets to the uninitiated. I use them for my own education as source material for talking "fashion" to my demonstrators, actually hand them over to my copywriter as my ad copy. This material must be made to sound important enough so that the Buyer can successfully enlist the cooperation of every department of the store. Direct approach to these departments should be part of the plan. On every important fashion tie-in, I've attempted to have the company representative present his promotion directly to the Advertising Manager, the Display Director and the Fashion Coordinator. And when the Fashion Director of the Cosmetic Company was also present, what a gay time she and our Fashion Coordinator had! Included should be the enlisting of the interest of the Women's Page Editors of the Newspapers. That, incidentally, is at present too largely on a hit or miss basis. The company salesman may follow up his company's direct mail efforts if he has time—which isn't often. Those ladies really demonstrate the power of the press and should be subjected to well thought-out planned campaigns. Also, don't overlook informing and educating your demonstrator.

Finally, the company that has developed a reputation for successful fashion promotions is going to get a lot more attention from both the Stores and the public than the company that has not. And in this statement is the suggestion that fashion promotion feeds on itself.

If I may, I should like to close with this aside. While the nature of our merchandise is such that to us fashion is interpreted in terms of color, the industry has gone far beyond the elementary function of color matching in translating the current fashion trend. May I therefore express my humble admiration for the excellent job done by the cosmetic companies in capturing the real essence, the soul, and the personality of the "new look."

Fashion Tie-Ins

(*Continued from page 749*)

picture is because the retail price of cosmetics has no correlation with the price dress customer that some

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woman might be. Therefore, unless a fashion used in a cosmetic tie-in reaches the national magazine and daily newspaper advertising phase, it is practically valueless to the so-called drug store trade.

For these reasons, as well as the fact that the drug stores cater to a very heterogeneous trade, the fashion that is selected to be tied in with the cosmetic promotion should preferably represent a fundamental idea rather than a specific item such as a dress, a hat, etc. It should be, for example, a silhouette, a color or a look that can be translated to a common denominator which is adaptable to every consumer from "Miss Tillie the Toiler" type, up.

To be truly dollar volume productive, the fashion tie-in part of the fashion cosmetic tie-in must be stamped in the mind of the customer deeply enough so that she will carry this idea in her mind until the time that she reaches a retail outlet in which she can make her purchase. One must bear in mind that often when the cosmetic part of the fashion tie-in is sold in a drug store, particularly, there are none of the tie-in props as background to promote the idea and to remind the consumer of the tie-in. The matching handbag, necklace, glove, etc. prop is missing, whereas in the department store first floor show cases, windows, etc. all carry the coordinated tie-in.

Therefore, the impression made by the advertising must be strong enough to withstand all the obstacles that confront the poor consumer between the time she reads the advertising until she consummates her purchase. It is very necessary that one realize that approximately 80 per cent of the outlets for cosmetics that are tied in with fashion are retail outlets that afford virtually no actual display of the item, no less the tie-in.

The heterogeneous selection of merchandise found in drug stores where every square inch is over-merchandised, is one of the most difficult problems in promoting any new item. Another pitfall of tie-in sometimes submerges the cosmetic item, to the point where the consumer is not sure of what item is actually being promoted.

The conclusions that one draws from the past records of cosmetic fashion tie-ins is that the fashion itself must have a so-called universal appeal and a long range value from the standpoint of time. One must realize that to complete national distribution on a typical cosmetic item and to consequently benefit from the results of this distribution, at least two months must be allowed. Therefore, the life span of the fashion itself should be seriously considered. Too often the fashion that is selected is out of fashion by the time the cosmetic distribution is completed.

The most successful tie-ins to date have been shade promotions, but there is no reason why the same well organized, coordinated thinking would not be beneficial to fragrances. Another thing to bear in mind regarding this type of promotion is that the cosmetic item itself does not necessarily have to be a new item. Still, at the risk of sounding like a quiz kid, is the fact

that about 90 per cent of the cosmetic volume is done on items that are over five years old. Actually, a manufacturer would be doing himself and his retail customers a great favor and could eliminate a large percentage of the risk of his promotional expenditure, if items that have acceptance were tied in with a fashion. If more practical versions of fashion were used, particularly for the national magazine advertising, both the fashion industry and the cosmetic industry would benefit. For example, if low-neck dresses are to be good for a season, there is no reason why they cannot be promoted by more than one cosmetic manufacturer, with the idea of not only powdering your face, etc., but your shoulders, chest, rather than to have Miss Susie X's creation No. 400, which has a very short life. For, as you all know, for a cosmetic promotion to be a success takes consistent and persistent advertising. The once around flash in a few small circulation magazines is not enough to penetrate into the average consumers' mind.

The most successful fashion tie-in advertising and display has definitely been by the use of color advertising and reprints of these ads in displays. Color advertising seems to penetrate the consumers' mind the fastest and make the most lasting impression judging by all of our records.

As cosmetic manufacturers are primarily promoting the brand name and consequently the reputation of the line, all of their customers would benefit more if the quality of the promotions was better than just trying to have a quantity of ideas per season.

Reducing Costs Means Increasing Profits

(Continued from page 740)

Branches, Branch Plants and Outside Warehouses

If your business is large enough to permit the operation of a branch plant or one or more branches or outside warehouses in various parts of the country, the cost of decentralized operation should be carefully evaluated. The operation of a depot of any kind can only be justified in one of two ways: better service to customers, which results in an actual increase in sales in a given area; and freight savings.

It has been the operator's experience that whenever a new branch was opened and subsequently sales in that area increased, he was never able to tell whether the increase in sales came from better service to the customers or more intensive selling effort in that area. Generally speaking, when a new branch is opened, more salesmen are put into the territory, and a lot of publicity is given out about the availability of stocks, etc.

But with rail and trucking and airline facilities as they are, it is doubtful if the service factor is as important as it once was because rush shipments can be made from almost any point in the United States to any other point in a relatively short time. Only in a very few instances are there life and death circum-

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stances which necessitate the delivery of a product within a matter of minutes or hours. I've often heard sales managers argue that unless they were able to provide quick delivery service they'd lose much business. Yet upon analysis of the branch operation, it was discovered that by the time the order reached the branch and was typed up, packed and shipped, as much time had elapsed as would have elapsed had the order gone to the home office. It is my considered conviction that the quick service angle is in most instances pure bunk. Doctors are usually sold on companies and on brand names and a delay of a day or two makes very little difference in the majority of cases.

In any event, an analysis of the profits of the branch operation before and after it was set up with careful evaluation for the reasons for the increase in sales, if any, should enable the operator of a business to determine whether or not the costs of the branch are justified. It must be remembered that branch costs are always an addition to the other costs that products must bear. There seems to be little reason to operate branches which perform the same service as wholesalers if, of course, a particular business distributes through wholesalers. Some of the larger firms in the trade are discontinuing their branches because they have found that better results are achieved through wholesaler cooperation. The cost of operating a branch is more than the wholesaler's discount, and since the wholesalers are established in the proper areas with facilities for storage of material and for distributing products to retailers, it seems unwise to compete with them in the service they are organized to offer, especially when your own products must carry the entire overhead of the branch.

The freight question is one which is most frequently given as a reason for maintaining outside warehouses or operating branch plants. There are warehousing companies which will store merchandise, re-pack it and ship it to customers and do the billing for a service fee. The cost of this service must be deducted from the freight saving in evaluating the services of the depot. When, however, products are heavy, as is the case with liquids in glass, it sometimes pays to operate a few distantly located depots, because of the savings made possible through carload or boat shipments.

The operating of a branch plant is another matter. It is easy to be very wrong in determining to establish a branch plant. Sometimes the establishment of a branch will result in substantial freight savings. Against these freight savings it will inevitably be found, however, that the freight on certain packaging and raw materials has been increased by reason of the fact that the branch is farther away from sources of these supplies than the parent plant, and also by reason of the fact that the branch plant is unable to take lots of such material in carload quantities. When the net saving in freight is arrived at and every possible means of saving that freight has been thoroughly explored, you must then deduct from this net saving the branch plant's overhead which is always consider-

able even when the plant is small. These expenses include the usual fixed charges such as rent, power, light, heating, taxes, etc., also the salary of the branch plant manager and his assistants and clerks; likewise, the labor involved in producing the products, running the branch plant warehouse and shipping room should be added as an extra expense because in most cases if the volume of the branch plant were added to the volume of the home plant the entire output could be turned out without any additions whatever to the home working force. And of course the cost of operting a control laboratory must likewise be considered, because in most cases delays involved in sending samples to the home laboratory for checking are too great. Last and perhaps most important in these days of short working capital, the cost of the extra fixed and working capital tied up in the branch plant should be determined and added to the other costs.

I have encountered few instances where branch plant operation could be justified on an economic basis when all factors, pro and con, were carefully compared. There have been, however, other good reasons for establishing branch plants, namely, to avoid the possibility of shut-downs where the main plant is located in a bad labor area. In such instances, the establishment of a branch plant is merely the first step in relocating the entire plant. Such a practice can be justified only when the labor history of a given area had been bad for many years and shows no possibility of improvement in the predictable future.

(To be concluded)

Shampoos (Part II)

(Continued from page 745)

populations prayer. Soaps when used in conjunction with hard water react with the calcium or magnesium salts present to produce the corresponding insoluble metal soap which is in turn deposited in the hair causing it to appear drab because the film hides the natural sheen. Since no such precipitation takes place with the sulfated detergents the hair appears cleaner as a result of its use. One of the first shampoos to incorporate this type of detergents soon reached a point in its sales where is claimed 40 per cent of the total shampoo business.

The non-ionic detergents are relative newcomers to the field and though, in use, have not made much of an impression on the market. From the standpoint of relative volumes the bulk of the shampoos sold are either soaps or sulfated detergents. The non-ionic detergents, however, are used in many cases in conjunction with soaps as foam builders. These detergents are not affected by hard water and therefore do not have the restrictions that some soaps have insofar as their use is concerned.

There are a large number of anionic compounds available but their properties vary chemically as well as physically. The sulfates as opposed to the same sulfonates, hydrolyze readily at a low pH some more readily than others. If the molecule is rather a com-

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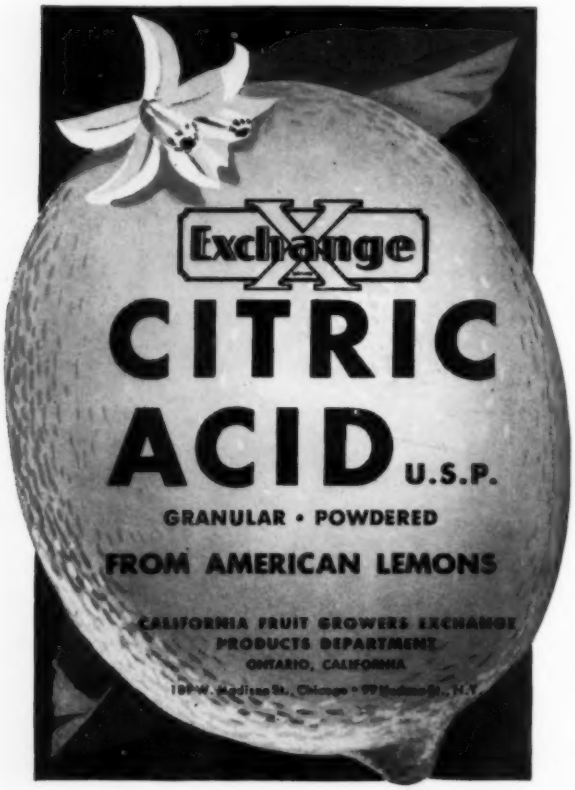

plex one, hydrolysis may even occur at a neutral pH if sufficient water is present. The true sulfonates where sulfur is joined directly to carbon are much more stable. If the molecule should contain an ester linkage hydrolysis could occur at the ester juncture. It is, therefore, good policy to check by shelf tests any formula containing these detergents particularly when used in conjunction with soaps.

The classifications described above are the general materials used in shampoos. The shampoos themselves are marketed in several different forms. Most of us are familiar with the liquid shampoos which consisted entirely of soap dissolved in a water alcohol mixture. Until the advent of the synthetic soapless detergents, these were the only types available. The soap charge was usually a mixture of cocoanut fatty acids plus oleic acid as sodium or potassium soaps and more recently triethanolamine soaps made from the fatty acids. Pyrophosphate salts were usually added as sequestering agents and when properly filtered made a good appearance and was capable of a long shelf life. Though the laurates are not as easily precipitated as are the stearates by the alkaline earth metals shampoos of this type were not too satisfactory in hard water areas. Insofar as foam production was concerned, if the concentration of cocoanut oil soaps was sufficiently high it was eminently satisfactory. More recently fortification with alkanolamine condensates has made it possible to produce a better foaming product with increased resistance toward precipitation, since the alkanolamine condensates are themselves sequestering agents to a certain extent.

The soap type of shampoo was followed by a solution containing a synthetic detergent, usually as an ammonium or triethanolamine salt. These products were largely successful and were in a leading sales position for a good length of time.

The introduction of the cream shampoo however has changed the picture to a large extent. The cream shampoo came into prominence in a very short while and is now one of the most popular of the different types of shampoos. One reason attributed for its instant acceptance was that its non-flowing physical form made it easier to use without any of the foam or detergent flowing into the eyes. Whatever the basic reason may have been, there is no doubt that it is here to stay. All of the more popular brands of this product utilize the anionic sulfates as the active ingredient in the cream, and sodium lauryl sulfate seems to be the favored detergent in use at the present time. The amount of it used varies, but is usually about 17-20 per cent of the finished product. Materials used in conjunction with it so that the cream aay be properly formed are higher alcohol sulfates such as the sodium cetyl sulfate, sodium stearate, glyceryl monostearate, ethylene glycol monostearate as well as several others.

In a discussion of these materials, their functional usages may be best explained by their properties. Sodium cetyl sulfate has some detergent characteristics, though it does not foam to any extent. How-

ever, it is not nearly as soluble in water as is the lauryl homologene nor is it soluble to any marked degree at a higher temperature. It is used, therefore, as a stiffener for the creams with increases in temperature, since the sodium lauryl sulfate may easily dissolve if the temperature rises even to 100°F. Glyceryl monostearate or ethylene glycol monostearate is used as an opacifier and emulsifier. Too much of an addition of these materials however causes a drop in the foaming potential of the finished product and therefore it must be used judiciously. Sodium stearate is perhaps the best cream stiffener available since it will not readily dissolve with an increase in temperature to summer levels. It is in fairly common use in cream shampoos in about a five per cent concentration. These materials by no means comprise a full list. As stated above alkanolamine condensates are also used in some cases as well as other materials.

This general type of formulation has a good acceptance generally though the prevalent complaint in regards to the use of the cream shampoo is drying effect, caused because it is so efficient a detergent that it too thoroughly removes the natural oils present in the hair. In many of the cream shampoos an attempt is made to decrease this tendency by the incorporation of small amounts of hair conditioning agents such as lanolin, with varying success. Too large an incorporation of substances of this type have a tendency to markedly reduce the foaming potential of the finished product and therefore to reduce its sales for this reason.

In a discussion of the problem involved, the idea has been advanced that a cationic agent be used after the shampoo has been given so that the hair may be reconditioned easily. The idea has excellent possibilities and would be marketable if a two unit sales approach could be worked out, since there is no doubt that some of the quationary detergents, because of their substantive activity towards hair, leave it feeling silky and easily manageable. Such a method has been incorporated into at least one of the well known home permanent waving kits, so that the hair after being waved may be freed of any hint of frizziness.

No discussion of the potentialities of the synthetic detergents could possibly be completed at this time, since the research projects involving new developments along these lines are so extensive that new materials possessing new characteristics will undoubtedly appear in increasing quantities. In addition, these materials may possess marked synergistic properties which would allow two or more used in conjunction with each other to produce better results than either used by itself. Future developments should therefore prove interesting.

It's Your Patent Office

(*Continued from page 747*)

with papers; and *figure 6*, Division 14, with the help of soothing typewriters in your ears.

Mr. David Hermann, Principal Examiner of Division 2, wrote in his article in the January issue of the Journal

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of the Patent Office Society from whence the present illustrations were taken:

"The Executive Officer of the Patent Office, when discussing with the author (i.e. Mr. Hermann) of this article the space requirements of a proposed division arrangement stated:

"Since space is at such a premium it is hoped that you will keep in mind that it is of paramount importance that every square foot of space be fully utilized.

"He, no doubt, had in mind conditions such as are pictured in the . . . photographs of Divisions 40, . . . and 51.

"In Division 40 (*fig. 5*) an electric fan is used as a coat rack, and one desk serves as a hatrack and a repository for surplus material. . . .

" . . . In Division 51 (*fig. 4*) the unique coat rack provides a scene more closely approaching that of a second hand clothing emporium than the dignified atmosphere of the office of a staff of research workers and professional men. The desks in the foreground are three deep from the window end. Some of the examiners have desk lamps. Ten examiners work in this room. When conferences are held at any of the desks it is almost impossible for the others to continue with their work. The wall providing the coat rack constitutes the barrier between the administration or clerical room and the space for the examiners."

Whether it's chemistry, typewriters, cosmetics or trade-marks, the type of work required of these examiners is highly technical and requires pleasant surroundings, room to breathe in, and above all, a certain element of quiet. It is distracting to have nowhere to lay down a reference book on the subject being studied except piled up on the papers you are studying. But that's only one more irritation to contend with.

Figure 7 of Division 6, carbon chemistry, is a fine example of side-by-side technical searching in a cozy manner. Try asking your research chemists to go through chemical abstracts this way.

No photographs could show the real conditions existing. The lighting is old-fashioned and bad from every viewpoint; there is no way of relaxing at work with such antiquated furniture and fixtures.

Visitors from abroad are amazed. Their bombed-out patent offices are better than ours they say. *Figure 8* shows a "modern" lay-out of a goose-neck lamp placed in a top drawer of a cabinet as the only light for an intricate and exacting search in Division 57 which has 3,749 cases pending at the moment and is about two years behind. *Figure 9* is of Division 15, plastics, with only 2,000 applications awaiting treatment and *figure 10* shows the "privacy" of conferences between parties in Division 36.

The question is, what can be done about it?

More Money Should Be Allocated to the Patent Office!

If we are to maintain our high standard of invention, enterprise and progress the Patent Office must have its appropriation increased. New examiners are needed and it takes time to train them for the exacting and

important work they are called upon to do. Modern lighting, ventilation and furniture should be supplied for the dual purpose of increased efficiency and holding the experienced men from leaving for more congenial surroundings. Other governmental departments have all these. Yet that department which employs perhaps the highest skills of all on an average, and which brings in good revenues by fees for filing of applications, is devoid of even a semblance of such working necessities. Congress should be appealed to for action. Instead of complaining of delays which are unavoidable, as you can well see, that energy should be used to promote individual and group action.

The drug, cosmetic and allied industries have a vital part in this work. Inventions from these industries have resulted in the greatest benefits to the public, the streamlining of other industries and great aid for military uses. A large section of the inventions existing can be attributed directly or indirectly to these industries. The trade-mark volume of business is collectively greater in these allied industries than that of any other industry.

Delay of registration of your marks may cause great damage to you and be very costly. Delay of action on your patent applications can hold up research and introduction to the public. No group has greater power and influence in such matters than your own. No group has greater reason, for its own advantages and protection, to press for action to effect the reforms which would remove this barrier to advancement in science, industry and prosperity.

If you want your trade-marks out in reasonable time, if you want to get that patent for your invention, don't gripe at the poor overworked boys in the Patent Office—gripe at your Congressman. It will be well worth the effort in the long run.

A Puzzle in Perfumes

(Continued from page 741)

They do know that two eminent columnists, reaching many million readers, showed un unexpected eagerness in praising these products.

The war brought Fabergè to big business for a perfumer. The enormous advantage of the plain bottle removed one of the major hinderances to expansion in the perfume business. In several other perfume doors to follow, two more won consumer acceptance, giving Fabergè an advantage rarely obtained by any perfumer, i.e. the strength of a combined consumer demand for three odors directed to one company. Recognition by leading stores during these years put the distribution of Fabergè products on a pattern of class stores.

Two elements of strength persist in Fabergè today. One is the leverage of the three current popular odors. The other is the price level of the perfumes, the gift packages and above all, in providing a broad market resistance to current trends, in the small sizes with their moderate prices.

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SALESMAN WANTED: Leading Southwestern manufacturer of fine packaged chocolates and specialty items sold direct to high class drug, department and cigar stores has a few territories in mid-west and eastern United States available for top-flight salesmen. If you call on best class retail stores and are interested in increasing your earnings with a high quality candy line write at once. Furnish complete details as to experience, territory covered and other lines carried. Box J-7, DRUG & COSMETIC INDUSTRY.